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WEEKLY **Television Digest**

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The authoritative service for executives in all branches of the television arts & industries

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New Series Vol. 2, Numbers 1 through 53

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Broadcast

CONGRESS' LOADED BROADCAST AGENDA includes network regulation, deintermixture, all-channel-sets, space communications, political equal time, program ratings (p. 1).

ANALYZING 'PUBLIC INTEREST': FCC Comr. Ford & NAB vp Bell tell Speech Assn. how Congress, FCC, courts & industry put meaning into phrase (p. 1).

DR. DU MONT ON TV: Urges establishment of govt.-subsidized cultural network, takes dim view of move to uhf (p. 2).

SEX UP, VIOLENCE DOWN—SWEZEY reports for NAB in roundup of TV & Radio Code activities of 1961 (p. 3).

Consumer Electronics

'PERSONAL PORTABLE' TV due this year, as manufacturers think in terms of 8-, 10-, 14-, & 16-in. One set maker schedules 8-in. output (p. 6).

'GIANT EAGLE' FLIES TAPE-PLAN COOP: 33-store Pittsburgh-area chain drops promotion because of small volume & increasing customer resentment; ESD slates Jan. 14 mass meeting, seeks labor's help in combating tape plans (p. 6).

THAT $140 PORTABLE creates storm, with charges of "downgrading." Motorola circuit based on new low-power picture tube, entirely new complement of 14 new receiving tubes (p. 7).

PHILCO ON AIR again, under Ford aegis, returning to network TV in expanded ad campaign. Consumer electronics ad bill to run $2-3 million in 12 weeks (p. 8).

YES, WE HAVE NO PREDICTIONS. Industry's poor forecasting record decides us to forego crystal ball this year (p. 8).

1962 WILL BE GOOD YEAR, say Motorola, Westinghouse, Packard Bell and Admiral; they forecast rise in sales, stronger national economy (p. 10).

CONGRESS' LOADED BROADCAST AGENDA: When Congress returns Jan. 10, both Senate & House Commerce Committees will have hot hopper full of TV-radio items. Session shapes up as one of most important to broadcasting industry in years. Here's quick rundown of more important subjects:

(1) Network regulation. Bill was introduced at request of FCC. It's expected Sen. Pastore (D-R.I.) will start hearings soon after Commission completes network programming hearing which starts Jan. 22.

(2) Deintermixture and all-channel-set legislation. In-fighting on these will be rough. Many Congressmen have spoken out against deintermixture, some offering all-channel bills as alternative methods of fostering uhf. One critical question: How much effort will set makers put into fighting all-channel measures?

(3) Space communciations. Congress has been waiting for govt. agencies to come up with final recommendations.

(4) Political equal time. Several bills would lift equal-time requirement in campaigns—some for President & Vice President only, some adding congressional & gubernatorial campaigns. Congress will have aid of a report, probably in April, from special Presidential committee studying campaign expenditures under Prof. Alexander Heard, North Carolina U.

(5) Program ratings. Both Senate & House want to know more (Vol. 1:14 p1). Senate Commerce Committee 2 years ago turned over to FTC the results of its ratings investigations. FTC has been working on subject, will be called on for report.

ANALYZING 'PUBLIC INTEREST': "How the broadcaster serves the public interest is his business. Whether he does it is our business." So stated FCC Comr. Fred Ford in discussion, before Speech Assn. of America meeting in N.Y. last week, on question: "What is Broadcasting in the Public Interest?" NAB industry affairs vp Howard Bell represented broadcasting.

Communications Act's phrase requiring FCC to see that stations operate in the "public interest, convenience & necessity," Ford said, is what has allowed the "orderly development of broadcasting." He stated that courts & FCC have given phrase "flesh & bones" in many decisions over the years and that "FCC's definitions are now fairly well accepted." About 25-30 criteria have been developed by FCC to indicate what it considers in public interest, Ford said, acknowledging that some seem contradictory, "bringing confusion."

Commission's programming policy statement (Special Report, Aug. 1, 1960), Ford said, was best summary of stations' obligations yet offered by Commission: "It's the most important paper FCC issued in many years." He quoted from it at length, emphasizing FCC's view that broadcasters' duty is to seek out their communities' broadcast needs and Commission's job is to see that they do so—but not to tell stations how to meet such needs.

There are limitations on FCC's powers to push its "public interest" measures, Ford said: "It's not quite a carte blanche. It's not open ended." He said that Commission is constantly limited by legislation such as Administrative Procedures Act and by court decisions.

Ford predicted substantial programming improvement within next 4-5 years. "We have already seen improvement in TV," he said, "and I think it will soon be reflected in radio."

NAB's Howard Bell asserted that program improvement must come through industry self-regulation, said that NAB has done much to foster such development within last year. He agreed that stations have job of judging public's needs, stated that broadcasters would be justified in claiming "censorship" if Commission were to foist its judgment on stations.

Bell said that broadcasters are particularly able to judge public reaction to their product because approval or disapproval "can be registered instantly by a simple turn of the dial." He said industry accepts criticism but also wishes to hear "what is liked as well as what is not." He noted that Radio Code subscribers have increased 30% in a year—despite stiffening of Code—termed the increase "further evidence of the broadcasters' awareness of the responsibilities & obligations which go hand in hand with our freedom and our opportunity for service."

Bell also pointed up potential for broadcast editorializing: "A new voice has been added in our country, and with only 1,800 daily newspapers in America as opposed to more than 4,500 AM-FM & 550 TV stations, the broadcast editorial is frequently the only other voice & the only outlet for all sides of controversial issues."

NAB-FCC informal program-form conference (Vol. 1:4 p3), Bell said, was one of most important developments to date. He hoped for more such meetings, on other subjects, predicted they'd also be fruitful. He said industry has no objection to giving FCC programming information but is concerned lest Commission seek to impose its own program preferences on industry.

DR. DU MONT SPEAKS OUT ON TV: "There's room for a 4th TV network today. But it should be a cultural network, govt. supported but with safeguards against political control. This could be a constructive force for world peace. A 4th commercial network could exist profitably, given equal opportunity—but I see no need for it. In fact it's entirely possible that networks as we know them today have outlived their usefulness in TV, just as they did in radio."

These are the views of Dr. Allen B. Du Mont, the famed pioneer of pioneers in TV. Builder & operator of the first regularly scheduled sight-&-sound station in the late 1920s, operator of the first commercial TV network, first to produce & sell all electronic TV receivers, first to offer full line of TV sets after World War II, Dr. Du Mont continues to be active in directing the company he founded. It's now the Allen B. Du Mont Labs Divisions of Fairchild Camera & Instrument, specializing in special-purpose tubes, 2-way radio & test equipment, closed-circuit TV—and Dr. Du Mont's post is officially "senior technical adviser."

Although his company is now removed from TV (except industrial & military types), he still maintains active—even paternal—interest in the medium to which he contributed so much. He devotes about 50% of his time to his 2nd love—boating. He's one-third owner of Wheeler Yacht Co., Pacent Point, N.Y. boatbuilder, and this year again won the Eastern predicted log racing championship in his 54-ft. Hurricane III. He has just completed an article on electronic navigation systems for private craft, which is scheduled to appear soon in Esquire.

He gave us his ideas on TV as we visited him recently in his office at the Du Mont plant in Clifton, N.J. Having traveled extensively and spent considerable time in England, he's still keen on idea of a BBC-

like govt.-supported TV network—a plan he first proposed in an address last June to AIEE's summer meeting (Vol. 17:26 p5). "The govt. is spending billions subsidizing the airlines, ship lines, farmers. Why not spend a small fraction of that for culture? How can we think in terms of peace when 75% of the TV programming features violence? As a nation, we must change our way of thinking—we can no longer afford to think in terms of violence."

As to interconnected networks as they exist today, Dr. Du Mont sees little need for them. "How many programs do you get live any more? Networks in the traditional sense may no longer be needed. The only need for live coverage is now sports & news—and this could be handled by some sort of mutual deal." Dr. Du Mont's current opinions on other subjects:

Allocations: One of the first proponents of non-intermixture of vhf & uhf channels when he was in the thick of the FCC allocation battles, Dr. Du Mont feels that uhf events have borne out his predictions that v & u can't coexist in same cities. How about deintermixture now? "When I first proposed it, and when we spent $300,000 to develop a complete allocation plan, there were very few stations on the air and there would have been little hardship for anyone. Now there are too many stations, too many receivers in use to have a major shift without extreme hardship." As to a switch to all-uhf, "that would be a dirty trick on the American public —it would cost them billions in obsoleted equipment and they wouldn't get anything better."

An ideal allocation plan, Dr. Du Mont feels, would be one similar to the Du Mont proposal of many years ago—a contiguous band of vhf channels. A similar proposal was made recently by Motorola Pres. Robert Galvin (Vol. 1:12). However, Dr. Du Mont feels this is no longer practical. As to uhf frequencies now lying fallow, "I'm surprised that the military haven't moved into them by now." Summing up—"it's my personal feeling that it isn't additional stations we need, but good programs on existing stations."

FCC's N.Y. uhf test: "A waste of money. It will supply no new information, nothing we don't already know. We had a uhf transmitter in N.Y. for years, on our building at 515 Madison Ave."

Color TV: Dr. Du Mont, whose voice in 1953 was only one to insist color boom was long way off, still expects it to come along relatively slowly. "I don't see a spectacular rise. The present receiver is capable of a good picture, but for really big volume sales, the price has to be closer to black-&-white. I don't see how anybody can do much better now than with the present system. A new invention is still needed." As to the Lawrence color tube, which Du Mont Labs developed for Paramount: "They need some big manufacturer to push it if they want to get anywhere. Who's going to want to invest the millions needed?"

TV screen sizes: A pioneer in big-screen direct-view TV (Du Mont was selling 12- & 20-in. sets when others offered 10-in.), Dr. Du Mont thinks trend to larger screens has stopped. "The 23-in. is a good, happy solution for 95% of American homes."

SEX UP, VIOLENCE DOWN—SWEZEY: "Improper portrayals of sex" on TV have shown slight increase while violence-for-violence-sake has been in regular decline, according to NAB in review of year's Code work.

Code Authority Dir. Robert D. Swezey said his office is giving sex angle same concentrated attention that helped curb violence, again called for "cooperation & understanding" from sponsors, advertisers, program suppliers, public. Swezey & TV Code Review Board Chmn. E. K. Hartenbower, KCMO-TV Kansas City, also noted these 1961 highlights:

(1) Cut in prime-time commercials and other non-program material via Code amendment. (2) New toy-commercial guidelines. (3) "Relatively low volume" of complaints received at Code offices, most aimed at program content, not commercials. (4) Slight increase, from 383 to 389, of station Code subscribers, film subscribers remaining at 22.

NAB noted with pleasure Radio Code subscribers increased from 1,115 to 1,469 during year, rounded up 1961's major developments:

(1) Tighter limits on commercial time. (2) Ban on advertising of "intimately personal products" and feminine-hygiene items. (3) Reaffirmation of hard-liquor ban. (4) Establishment of continuing subcommittee on product & copy acceptability. (5) Standard Rate & Data Service began publishing Code text and identifying Code subscribers. (6) Established liaison with Better Business Bureau and American Assn. of Advertising Agencies. (7) Station Representatives Assn. offered support.

CURRENT CAPSULES

"Substantive rules" governing monopolistic practices would be more effective & more economical than current FTC case-by-case considerations, according to Comr. Everette MacIntyre. Advantages of such rules, he told American Marketing Assn. in N.Y. last week: (1) More equitable treatment among competitors. (2) "Extremely strong deterrent effect upon the members of the industry." (3) "Subsequent quasi-judicial proceedings against recalcitrant members of the industry would be immensely simplified because these proceedings would involve only the factual issue of whether the rule book had been violated." Such rule-making, he said, "involves an analysis of all relevant aspects of a problem rather than dealing only with symptoms."

Former FTC Chmn. Earl Kintner, now in private practice, warned same group that drive for more control of advertising in govt. circles may "result in controls far more extensive than necessary."

One of strongest defenses of advertising at AMA meeting came from William Tyler, Benton & Bowles exec. vp and co-chmn. of Joint Committee for the Improvement of Advertising Content: "Let's face up to the fact that frank & honest materialism is not a weakness; it is a symptom of strength. So if advertising reflects us as vulgarly virile, let's not blame advertising. Let's change it, but not blame it. Because the mirror does not lie. And let's accept it as a lusty fact of life, not necessarily admirable, but nothing to wring your hands about, either."

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New chapter in FTC history opened last week when Chmn. Paul Rand Dixon called to order first session of an open Congressional-hearing-type inquiry into merger activities of St. Regis Paper Co. Agency hopes move will clear some of stumbling blocks it has encountered in unsuccessful 5-year-old attempt to learn if company's acquisition of several small paper companies violated Clayton Act. FTC veterans believe this is first time in FTC history that the 5-man commission itself has conducted an open hearing, including cross-examination of witnesses and examination of documents & testimony.

FTC's hand was strengthened by recent Supreme Court decision that agency had right to subpoena confidential reports prepared by St. Regis for Census Bureau, along with other data on merger agreements and profit & loss statements. Under new procedure, company lawyers will be held under tight rein and allowed only to advise clients during testimony. At opening session, Chmn. Dixon & a St. Regis attorney clashed, lawyer nearly being expelled from room. It's understood Commission plans to hold other hearings in same pattern, involving not only companies but entire industries.

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As did the famed "Madow Report" for Rep. Harris' (D-Ark.) Commerce Committee (Vol. 1:14 p1), group of industry's key research men last week agreed that program rating services do a generally good job. Abuses arise, they said, when organizations (usually smaller firms with few research facilities) rely too exclusively on mere rating numbers.

Forum was session of American Statistical Assn. in N.Y., where representatives of most major rating services gave brief presentations, followed by discussion by: Dr. Andrew Stevenson, advisor to Harris Committee; Raymond Jessen, CEIR, member of Madow committee; Thomas Coffin, NBC; Jay Eliasberg, CBS; Bud Sherak, Kenyon & Eckhardt; Hyman Goldin, FCC. Among points made:

(1) Industry needs more education on ratings. (2) More research on radio is required—but who will pay for it? (3) More work is needed to determine actual effects of advertising on consumers.

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Deintermixture of Columbia, S.C., in which FCC proposes to delete WIS-TV's Ch. 10, may develop new twist this week. Commission is considering assigning Ch. 10 to Augusta, Ga.

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Compatible single sideband transmission for AM, sought in rule-making by Kahn Research, comes up for FCC action shortly, possibly this week. Turndown is likely, Commission engineers being skeptical of advantages claimed.

FCC Chmn. Newton Minow, selected "newsmaker of the year" in entertainment field by AP, had this reaction: "Well, that's show business. Oops, I mean show biz." AP annually polls news editors of AP stations & newspapers for "newsmakers" in 10 categories. It reported Minow "won narrowly" over Jack Paar. Minow speaks next, on uhf, at National Press Club luncheon in Washington Jan. 11, then Jan. 24 before National Religious Bcstrs. luncheon, Mayflower Hotel, Washington. He hasn't yet selected subject of speech.

Personals

Howard K. Smith, who resigned as CBS chief Washington correspondent in dispute over personal editorializing (Vol. 1:8 p5), joins ABC-TV to present weekly Wed. 7:30-8 p.m. news analysis starting Feb. 14. For sponsor Nationwide Insurance, Pres. Murray D. Lincoln said that "for some time we've been concerned about the public's increased need for information—not merely accurate reporting of the news, and not merely for a superficial commentary on the news, but for a sustained analysis of the crucial issues in the news from which responsible judgments can be formed." James C. Hagerty, ABC News vp, said Smith will have complete editorial freedom.

Philip D. Reed, retired GE chmn., named to board of National Educational TV & Radio Center . . . **John F. Hurlbut** resigns as promotion & PR mgr., WFBM-TV & WFBM Indianapolis, to manage his radio WVMC Carmel, Ill.

Jack Denninger resigns as Blair-TV vp to form own company in financial rather than broadcasting field . . . **Richard Gerken** resigns as eastern sales mgr. of Metropolitan Bcstg. national sales to rejoin Blair-TV's N.Y. sales staff.

Lawrence D. Huntsman, ex-D.C. asst. corporation counsel, and **Edward S. O'Neill,** formerly with Govt. Employees Insurance Co., join Washington law firm of Welch, Mott & Morgan.

Glenn R. Dolberg, BMI station relations vp, retires, succeeded by **Justin Bradshaw,** promoted to station relations dir. . . . **C. Phyll Horne,** formerly consulting engineer with Washington firm of James C. McNary, named engineering asst. to Comr. Hyde.

Ronald A. Murphy resigns as pres. & gen. counsel of Washington State Assn. of Bcstrs. to devote more time to private law practice. Chmn. W. W. Warren will assume presidency for remainder of term; **James A. Murphy,** from Seattle law firm of Ogden & Ogden, named vp & gen. counsel.

R. David Borah, ex-CBS Films research supervisor, named asst. to business mgr., CBS-TV Stations National Sales . . . **Joseph T. Conway,** Storer Bcstg. ex-national sales mgr., promoted to gen. mgr. of radio WIBG Philadelphia, replacing **John C. Moler,** now gen. mgr. of radio WMGM N.Y.

Obituary

Frederick E. Meinholtz, 71, *N.Y. Times* communications system dir. since 1931 and short-wave news broadcasting pioneer, died Dec. 23 at Terrace Heights (N.Y.) hospital after a long illness. He is survived by his wife, 2 sons, daughter.

Corporate Public Relations Inc., 520 N. Michigan Ave., Chicago, has been formed by principals of ad agency Roche, Rickerd & Cleary and Robert W. Balcom, ex-PR dir., American Home Laundry Mfrs. Assn. Balcom is pres.; chmn. is James L. Proebsting, chmn. of the ad agency.; secy.-treas. is Clyde Anderson.

WILX-TV Lansing names Young-TV rep. Donrey group names Venard, Rintoul & McConnell for KOLO-TV Reno, KLRJ-TV Las Vegas, KFSA-TV Ft. Smith, KFOY-TV, Hot Springs, KGNS-TV, Laredo.

Music spoiler, to foil home taping of broadcasts, was tested recently by radio KTOD Sinton, Tex., near Corpus Christi, caused apprehension among tape-recorder makers who look for expanding market, particularly as stereocasting grows. Station sent FCC wire reporting it had tried method—which puts unwanted tone on tape but is inaudible on broadcasts—only once, and after midnight, during period Commission allows experimentation. It said it wouldn't do it again, was planning to file petition for rule-making. FCC staff member told us he doubts that such experimenting is permissible without special authority—but he saw no reason to worry about it, now that station said it won't continue and will file petition. Recorder makers report they'd have no trouble devising filter to cut the interference. Prognosis: FCC most unlikely to allow practice.

New show launched Dec. 23 by WCBS N.Y., polling man-in-the-street opinions on TV (Vol. 1:15 p5), came in for some sharp criticism itself by *N.Y. Times* TV critic Jack Gould in Dec. 25 column. He applauded idea, brainchild of WCBS-TV gen. mgr. Frank Shakespeare, but added "his premiere show tended to leave the impression that his word usually would be the last and that the broadcasters had something of an option on omnipotence." Stating that TV stations tend to oversimplify major controversial issues, columnist declared: "If the heated debate over serving majority and minority tastes was as simple as Mr. Shakespeare made it seem . . . network lawyers and professional TV critics long ago would have been united in unemployment."

NAB Pres. LeRoy Collins, in Jan. *TV Guide,* reiterates his "self-regulation" & "self-improvement" themes, rejects "more governmental controls," urges viewers to give broadcasters their programming likes & dislikes. He also describes plans for an "NAB Research & Training Center" and projects for it: (1) Rating reliability. (2) Effects of commercials on audience. (3) How broadcasters can better know their communities. (4) Proper broadcast coverage of judicial & other public proceedings. (5) Effects of programming violence on children. (6) How TV-radio can contribute to elimination of juvenile delinquency.

Assignment of a vhf channel to N.J. for commercial use will get "my fullest attention," FCC Chmn. Minow assured Sen. Case (R-N.J.), who had written about his concern, now that educators have bought WNTA-TV (Ch. 13). One FCC engineer said that a vhf drop-in would have "radically restricted coverage" because of nearby occupancy of all vhf channels. Or, he joked: "Maybe 5 of the 6 New York commercial stations could get together and buy out the 6th and give it to New Jersey."

Purchase of KOGO-TV San Diego by Time-Life Broadcast Inc. for $6,125,000 (including AM & FM) was announced officially last week. Principal stockholders of sellers are Newsweek Inc., owned by *Washington Post,* and investment firm of Fox, Wells & Rogers. Time-Life TV-radio chief Weston Pullen said that William Goetze will continue as gen. mgr. Transaction gives Time-Life full complement of 5 vhfs. Blackburn & Co. was broker.

KUAL-TV (Ch. 41) San Antonio's Spanish language station, has been purchased for $200,000 from Raoul A. Cortez Sr. by Spanish International Bcstg. Corp., 20% owned by Cortez. Other stockholders: Frank Fouce, Los Angeles; Edward J. Noble, Mexico City; Emilio Azcarraga, Mexico City, 20% each; Reynold V. Anselmo, San Antonio, 15%; Julian M. Kaufman, San Diego, 5%.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

FOR 1962—'PERSONAL PORTABLE' TV: Manufacturers are "thinking small" for 1962. Their thinking is running along 8-in., 10-in., 14-in. and 16-in. lines. One American set maker—appropriately, a small one—is now finalizing design of 8-in. "personal portable" TV (not transistorized) for introduction late this year.

Sales logic of decreasing size runs like this: We need something to supplement our TV lines, a set that's really portable. Let's offer public a new size which fills a need quite different from the 19-in., something that can lead to a TV in every room. Just as color TV is a new product at high end of line, compact small-screen set can offer something entirely new—and additional—at low end.

Public's reaction to Sony 8-in. battery set—"it's cute but too expensive"—is factor in industry thinking. Delmonico's new Japan-made 8-in. power-cord set, which is actually being sold in N.Y. at $10 over its list price of $119.95 (Vol. 1:15 p7) is another factor.

Desire to head off imports of Japanese TV may enter into considerations. Japanese succeeded in transistor radio field by supplying a product—pocket radio—which was not made in U.S. at all. Now it appears there may be Japanese push in another field not supplied by U.S. manufacturers—personal portable TV. Some American set makers want to fill this need before foreigners do.

Most U.S. set makers aren't thinking of battery-operated sets, but "cute" and portable conventional sets which will operate from household power. For this purpose, one very short 8-in. tube will soon be available, with 110-degree deflection and flat faceplate. It's hybrid variation of 110-degree neck of an industrial CR tube now in wide use, cross-bred with faceplate of old 8-in. TV picture tube once used by RCA and others.

Also available is Corning's new lightweight 16-in. bonded bulb, which has already been sampled to industry (Vol. 1:3 p5). At least 2 major manufacturers are known to be more than casually interested in this size. And even 10- & 14-in. tubes are getting renewed attention.

Don't expect to see any of these desk-sized TVs early this year. But there are preparations for "cute" sets which could meet a late-1962 target.

'GIANT EAGLE' CHAIN FLIES TAPE-PLAN COOP: First major defection from ranks of tape-plan participants came in Pittsburgh last week when Giant Eagle Food Markets pulled promotion from its 33 stores in 3-county area after 6-week run. "We just weren't selling enough TVs & appliances to justify the promotion," vp Saul Shapiro told us. He said tape plan spurted at outset, fizzled in recent weeks.

Giant Eagle operated tape-plan competitive with Philco's "Instant Dividend," offered GE & Emerson TVs, Kelvinator appliances. Shapiro also told us that decision to withdraw was prompted in part by growing resentment among customers not participating in tape plan. "The increased buying volume produced by the tape plan certainly wasn't sufficient to warrant our continuation, especially in view of the adverse reaction we were getting from our other customers," he said. Giant Eagle announced its withdrawal in newspaper ads, assured participants in tape plan that it would continue to honor its obligations to them. Noted ad in part: "We goofed! We jumped into the Giant Bonus Plan because we thought there was an overwhelming demand for an appliance tape plan. We were wrong. Demand has been so low that we have decided to drop the plan."

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"We've got tape plans slowed to a trickle here in Pittsburgh, and our aim now is to stop it on a national scale." So we were told last week by Joseph S. Doyle, secretary of Electronic Service Dealers Assn. of W. Pa. ESD has slated a Jan. 14 mass meeting in Pittsburgh "of merchants affected by this ID plan," is inviting local Congressmen, labor leaders, Better Business Bureau, to attend to seek their "support in driving out the plan

from this area and to assist the small independent merchants to maintain their business and to continue to employ sales & service personnel." Among invitees is United Steelworkers of America Pres. David J. McDonald.

"Labor has a major stake in these tape-register plans," Doyle told us. "It's taking jobs away, it's tying working people to long-term contracts, it's costing them more for food." He told us that department stores affected by tape-plan competition have been laying off salaried & commission clerks and outside salesmen. "Here in Pittsburgh," he said, "we know that 3 department stores have cut their force by 33%."

THAT $140 PORTABLE AND ITS IMPACT: Hot industry controversy has developed over Motorola's introduction of new 19-in. portable at $139.88 (Vol. 1:14-15)—$20 to $30 below recognized starting lists for big-name brand sets—as might be expected. Most competitive manufacturers were frankly caught off guard, and there was sharp criticism from many industry sources.

Influence of Motorola move was felt immediately, when Admiral adopted $139.95 price for its low-end portable. Other manufacturers are expected to start chipping away at portable prices in next few weeks —though few can profitably cut them enough to hit $140 figure.

Motorola says new set carries "good profit for dealer, distributor and manufacturer." Then what's the secret, if any?

We saw Motorola's $140 "Tartan" set last week at showing by N.Y.'s Knickerbocker Distributing Corp.—and, although full technical information isn't yet available, perusal of set confirms claim that this is indeed a completely new receiver. Manufacturer presumably has incorporated new features which cut costs sharply and are claimed not to hurt performance. Set uses a low-drive picture tube, which cuts down on 2nd-grid power requirements. It has 14 receiving tubes—almost all of them brand-new types, including 4 frame-grid tubes. Cabinet is plastic, with built-in handle & monopole antenna. Set is transformerless, has series-string filaments, polarized power plug. It carries same full-year parts warranty as other Motorola TVs.

It's reasonable to believe there will be other versions of low-power-level set introduced this year—if, as Motorola maintains, such a set performs well and can supply normal profit margins.

Motorola is already preparing ad campaign which will pitch new portable as auxiliary set for the home—keyed to theme, "Is One TV Set Enough for Your Family?"

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Much of rest of industry was openly angered at Motorola's move. Zenith's Leonard Truesdell, for example, is already on record as deploring the action as "downgrading" and indicating that Zenith has no intention of trying to meet this price.

"We're talking about meeting the price," said Olympic Pres. Morris Sobin, however. "We haven't made a decision yet, but we can't see any way to produce a good portable at this price. If we can't meet the competition any other way, we may be forced to import from Japan. Our decision will be based on economics." (Motorola set is U.S.-made.)

RCA Sales Corp. merchandising vp Raymond W. Saxon had this comment: "We believe our current portable TV sets represent excellent value at today's retail guide prices which provide adequate profit margins for our dealers & distributors . . . Our distributors have the flexibility to develop their own promotional plans in keeping with local market conditions."

In another low-priced set category, Muntz is now field-testing its 19-in. $99 set, first reported last summer in these pages (Vol. 17:32 p18). It's a metropolitan-area set, uses 8 GE Compactron tubes. Following introduction of this set, Muntz is considering offering a build-it-yourself kit for hobbyists, featuring same circuits.

Motorola reacted sharply to what it called "competitive static" about its $140 set. It said it was being knocked because industry couldn't match the receiver whose "engineering innovations will become a new standard for the industry." Motorola pointed out that it was "still the only TV maker with full-year TV parts warranty across the board, including the $139.88 set." Added the spokesman: "While some of our competitors are now Monday-morning quarterbacking our latest move, our plant is working around the clock filling January-February orders" (for more on orders, see p. 10).

Is Motorola downgrading its product? "No," says the company—"merely rounding out our TV line." Wait for the Chicago Mart, says Motorola—and see what we show in furniture innovations. Company will demonstrate 12 new custom-built furniture pieces by Heritage & Drexel, designed to accommodate TV and/or

stereo—similar to Westinghouse's "Curio Chest" collection. Due to be included are such items as secretary-desk housing stereo & AM-FM, wall-hanging early American TV cabinet, stereo coffee table, TV serving-cart with doors, etc.

Between the ID plan and the $140 portable, meanwhile, there'll be plenty to talk about at next week's Chicago Mart.

REVITALIZED PHILCO RETURNS TO TV ADS: Strong evidence that Ford really plans strong attempt to push Philco consumer products over the top is contained in new Philco ad campaign for 1962.

Ford's hand shows up starkly in the ad planning—particularly in heavy use of TV. It has become almost axiomatic that auto manufacturers have great faith in TV's ability to sell goods, while many TV manufacturers prefer to use all other media almost to exclusion of the medium which provides their bread-&-butter.

Philco becomes 2nd TV maker to return to network TV in recent months—first being Motorola (Vol. 1:5 p8)—and under guiding hand of Ford it has bought into 10 high-rated evening network shows on ABC-TV & NBC-TV for average of 3 shows a week for first 3 months of campaign, beginning in mid-January. Increases will also be made in national magazine advertising, with greater co-op equity to distributors & dealers for local advertising.

Consumer electronics will be emphasized for first 12-week period—with ad spending due to come to $2-3 million during that time alone.

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Philco dropped in 11 basic TV models last week—including its first 23-in. table—and also dropped out of 17-in. business. New TVs are now in production, will be available shortly. Drop-ins comprise 3 19-in. transformer-powered compacts (starting at $179.95; 2 on open list); 23-in. table ($199.95) 7 23-in. consoles (starting at $219.95, majority on open list.). All consoles use 92-degree bonded picture tube, excepting Model 4843 which uses 110-degree type. This model is designated "Miss State" set, will be used promotionally at each state & territorial competition for "Miss America" representative. Each winner will be awarded that set. Other promotion plans by Philco include "90 Deals in 90 Days" incentive for distributor salesmen. Contest will award Ford Falcon to each salesman who closes that many sales in first quarter.

YES, WE HAVE NO PREDICTIONS: For such an unpredictable industry, an amazing number of predictions fly around this time of year. Unfortunately, the TV industry has poor track record on its year-end prognostications.

We took a look at the record and decided to forego our usual canvass of the industry, in which we habitually put leaders on the spot. We will, of course, report any voluntary limb-climbing which comes our way (see p. 10), as well as the consensus of industry forecasts as compiled by EIA. We print them, however, with this warning:

Economists, computers and gypsy tea-leaf readers to the contrary, the consumer is an independent & unpredictable cuss. Nobody has yet come up with system to forecast what he'll spend his money for—or whether he'll keep his hands in his pockets. Nobody can predict the precarious course of world affairs.

Proof of the pudding can be found in industry predictions as reported in these pages over the last 12 years. For auld lang syne, let's turn back the pages of time and see how industry's year-end prognostications stacked up against stark reality 12 months later:

Although 1950 was TV's first big year, nobody dreamed how big it really would be. Averaging out industry forecasts, New Year's consensus was that TV production & sales would total 3.5-4 million units. Not one forecaster dreamed that production would total 7.5 million, distributor sales 7.1 million.

Having set the pattern for erratic forecasting, industry leaders continued in the groove. They came somewhat closer in 1951, when nearly all guesses of TV output ranged between 4 & 5 million units. When EIA's final 1951 count came in, it was 5.4 million.

In 1952, consensus of production estimates was 4.5 million, while actual figure turned out to be above 6.1 million. For 1953, industry's production guesstimate fell short again—6.5 million vs. an actual 7.2 million (although public only bought 6.4 million of them).

After 1953, we began asking industry to estimate sales instead of production, because of the sudden realization that public wouldn't necessarily buy every set industry would make. Everybody was nice & con-

servative, making guesses that retail sales would total about 5.5 million—not reckoning that popularity of the portable would push over-the-counter sales to 7.3 million.

And so it went. In 1955 predictions ranged from 6 to 6.3 million—and retail sales set all-time record of 7.4 million. In 1956, predictions were 7-7.5 million, but fickle public bought only 6.8 million. Forecasters were still overshooting mark in 1957—to tune of an even 7 million sets, but retail sales totaled 6.6 million. Retail sales consensus for disastrous 1958 was 6.5-6.8 million, while final figure came to a mere 5.1 million.

For '59, guessing game indicated 6-6.3 million retail sales but actual figure was 5.7 million. Distributor-to-dealer sales predictions for 1960 indicated 6.1 million—but again figure was 5.7 million.

For 1961, it would appear at first glance that year-ahead predictions were on the nose, or close to it. Consensus at beginning of year was that distributor sales would fall short of 6 million—and final sales figures are likely to show about 5.8 million. But if you will remember, at midyear, most industry soothsayers raised their sights to between 6.1 & 6.5 million—to maintain their perfect record of being wrong every time.

So this year-end, we're taking forecasts with grain of salt. We send instead our wishes for a peaceful, happy and prosperous 1962. And maybe about 8 million sets?

TOPICS & TRENDS

Factory sales of electronic tubes & semiconductors in 1962 "will hold to about $1.4 billion due to continued pressures on prices & increasing foreign competition," EIA Pres. L. Berkeley Davis (GE Electronic Components Div. vp-gen. mgr.) said last week. Forecast is slightly higher than 1961's estimated volume. He said "tubes probably will outsell transistors by about 30%," forecast 1962 semiconductor sales of about $525 million, tubes $850 million.

Davis estimated TV picture tube sales of 12 million units (including 1.5 million for export) valued at about $254 million, compared with 1961 sales of 11.5 million units at $239.8 million. Of 10.5 million kinescopes to be sold domestically, he sees 6.2 million for new b&w TVs, 300,000 for color sets. "Almost half" b&w sales will be in 19-in. size. Other 1962 forecasts: Receiving tubes—sales by manufacturers "may range as high as $315 million or as low as $268 million" depending on foreign competition, compared with $310 million estimated for 1961. TV camera tubes—market "may decline slightly" from 1961 for studio types, but 20% rise is forecast for pick-up tubes for closed-circuit TV. Transistors—gain in unit sales to 265-to-290 million from 194 million in 1961, but "current unstable price situation makes it almost impossible to predict total industry dollar volume." Semiconductor rectifiers—a 12% sales gain to boost industry volume $17 million above 1961's estimated $140 million.

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Federal Judge J. Cullen Ganey has terminated 5-year probations imposed last February on 23 officials of companies involved in electrical price-fixing conspiracy (Vol. 17:25 p21). These executives had been involved in "less serious cases," had also received one-month suspended jail sentences. In ending probations, Judge Ganey warned of "far greater punishment than before" if any of defendants were to appear in U.S. District Court on similar charge • Justice Dept. asked U.S.District Court for sweeping order forbidding GE ever to fix prices on any products it makes. Govt. said "GE's proclivity for persistent & frequent involvement in antitrust violations" in heavy electrical equipment industry necessitates court orders "to prevent occurrence of similar offenses by GE" in its many other product areas.

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GT&E's 1961 earning will approach & may top $1 a share, vs. 1960's $1.04. Chmn. Donald C. Power estimated for 1961 a decline in manufacturing sales to about $700 million from $701 million, a gain in telephone revenues to $520 million from $477 million. For 1962, he forecast earnings of $1.10-$1.15 a share, a 12% gain in net income from manufacturing operations to more than $26 million, a 10% gain in net from telephone operations to $55-$57 million.

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Giannini Scientific Corp., parent of Conrac, plans to acquire net assets of Telechrome Mfg. (and subsidiary Hammarlund Mfg.) in exchange for 180,000 shares of Giannini common stock, valued at nearly $37 million at last week's market prices. Not included in sale is Telechrome's minority interest in a small electronics firm.

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Retail fair-trade policy has been inaugurated for Du Mont sets in greater N.Y.-N.J. area by Emerson.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Bendix	1961—year to Sept. 30	$757,999,062	$48,713,482	$23,968,664[1]	$4.45[1]	5,389,260
	1960—year to Sept. 30	792,266,614	54,028,270	26,188,471	4.88	5,371,278
NT&T	1961—year to Sept. 26	43,849,109	—	(6,900,000)[2]	—	2,818,063
	1960—year to Sept. 27	46,544,000	—	(3,098,148)	—	2,816,247
National Video	1961—6 mo. to Nov. 30	9,692,000	—	639,000	.52	616,667
	1960—6 mo. to Nov. 30	10,344,000	—	768,000	.62	616,667
Packard Bell See story below.	1961—qtr. to Dec. 31[3]	12,000,000	—	500,000	.59	840,000
	1960—qtr. to Dec. 31	8,738,350	—	(365,969)	—	813,433
Television Shares Management	1961—year to Oct. 31	2,995,968	1,634,633	804,333	.79	1,018,500
	1960—year to Oct. 31	3,063,643	1,490,848	750,848	.74	1,060,000

Notes: [1]Includes non-recurring net equal to 60c a share, principally profit on sale of Elliott-Automation shares. [2]After $7.7-million writeoff of holdings in NTA. [3]Preliminary.

REVIEWS & FORECASTS: Motorola, buoyed by record December sales approaching $35 million, anticipates that a final tally will show total 1961 sales of just under $300 million. "We lost some ground in the early recession months," noted Pres. Robert W. Galvin, "but regained most of it from August on." For 1962 he sees "sales in excess of $300 million and earnings greater" than in 1961.

Consumer Products Div. exec. vp Edward R. Taylor, analyzing December's record volume, noted that distributors' TV orders for Jan.-Feb. ran 153% ahead of a year ago; table radio orders were up 123%, clock radio 173%, stereo products 69%. Among radios, only portables were down from a year ago.

* * *

Westinghouse Pres. Mark W. Cresap Jr. foresees an 8-12% increase in 1962 orders and "a significant increase" in billings if "favorable business conditions materialize." He's confident that they will, said a "potential for substantial improvement in sales of appliances & other consumer products, larger outlays by business for capital equipment, and greater expenditures for defense promise better business in 1962 for the electrical manufacturing industry." However, he cautioned in year-end statement, "the primary challenge to management in 1962 will continue to be the squeeze on earnings exerted by rising costs and unusually low prices."

* * *

Packard Bell Electronics, which suffered its first net loss in fiscal 1961 (Vol. 1:15 p10), produced sales & profit gains in the first quarter of fiscal 1962 (see financial table) and expects sales for the year ending next Sept. 30 to top 1959's record $46.6 million. Pres.-Chmn. Robert S. Bell would not predict fiscal-1962's profit. He noted that Consumer Products Div. sales are now running more than 40% ahead of a year ago, at an annual sales rate of $20 million. In the fiscal year ended Sept. 30, sales of consumer products slumped to $12.5 million from $16.5 million in fiscal 1960. In the new fiscal quarter, from Oct. 1 through mid-Dec., unit sales of TVs were up 76% over the year-ago period; b&w up 69%, color sales 5 times ahead.

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Admiral Pres. Ross D. Siragusa predicts 1962 sales of some 6.5 million TVs and an over-all 8% gain in sales of TVs, radios and non-laundry appliances over 1961 levels. He said that Admiral's sales in 1961's final quarter were 25% ahead of 1960's 4th quarter sales of $42.9 million and higher than 1961's 3rd-quarter $49.6 million. Siragusa also forecast continuance of sharp growth in sales of stereo radio phonos and stereo home theater combinations, and continance of annual radio sales of 10-15 million units.

Trade Personals

Robert L. Shaw elected by Admiral Sales Corp. to new post of vp in charge of distributing branches. Prior to joining Admiral in August 1961 (Vol. 17:34 p15), he had been Du Mont-Emerson exec. vp and previously Sylvania Home Electronics pres. . . . Larry F. Hardy, longtime Philco consumer products & PR executive who retired at year's end (Vol. 1:15 p10), plans to spend some time in California this year, will also take extended European tour in the fall. Hardy, onetime member of the Philadelphia Museum School Board, said also that his future plans may embrace activities in the field of industrial design, primarily among college students.

Bernard G. Tremblay named Federal Pacific Electric vp . . . James McLaughlin appointed Webcor mktg. vp . . . Rual Cogswell Jr., ex-Magnavox, named Estey Electronics gen. operations mgr.

Joel J. Zimmer, Symphonic Electronic purchasing dir., appointed assistant to his father, Pres. Max. J. Zimmer.

Anthony A. DeLisse, electro-mechanical engineering & production operations mgr., and Glenn E. Ronk, mktg. dir., appointed Cornell-Dubilier Electronics vps.

Thomas L. Phillips elected Raytheon exec. vp, filling post vacant since April 1960 . . . William M. O'Hern appointed Lear corporate PR & ad dir., a new post.

Obituary

Ray H. Manson, 84, retired chmn.-pres. of former Stromberg-Carlson Co., died Dec. 23 in Rochester, N.Y. An industry pioneer, he held more than 100 TV, radio and telephone patents, was 1931 IRE pres., was instrumental in formation of FM Broadcasters Inc. and successor Frequency Modulation Assn. Dr. Manson joined Stromberg-Carlson in 1916 as chief engineer, became vp in 1924, president in 1945. He retired as president in 1949, continued as chairman until 1953. He is survived by a daughter and son, Stanley, military products ad mgr., General Dynamics/Electronics.

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WEEKLY **Television Digest**

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The authoritative service for executives in all branches of the television arts & industries

SUMMARY-INDEX OF WEEK'S NEWS

Broadcast

WITNESSMANSHIP—AND FCC'S NETWORK HEARING. Intense buildup developing for big-top event featuring industry's top stars (p. 1).

FTC RASPS AT 'SANDPAPER' COMMERCIAL, unanimously condemning Colgate-Palmolive and Ted Bates for Rapid Shave deception (p. 2).

TIGHT 'TRAFFICKING' RULES VOTED, FCC deciding 5-2 to have staff draft final decision following most of Broadcast Bureau's recommendations (p. 3).

BUILDUP FOR NAB EDITORIAL POW-WOW March 1-2 underway, Secretary of State Rusk and FCC Chmn. Minow among principal speakers (p. 3).

Consumer Electronics

10- & 14-IN. IMPORTS due to follow 8-in., but U.S. manufacturers may provide stiff competition. Most importers seem satisfied to stay out of TV (p. 6).

1961 TV PRODUCTION totaled 6,161,662 sets, 7% higher than 1960. Year's radio output was 2nd highest on record, despite sag in auto radio (p. 6)

CHICAGO MART may be making its last TV stand this week, due to defections & lack of new merchandise. More electronics firms seen leaving Mart after this year (p. 7).

SOMETHING NEW for '62 to upgrade dollar sales & profits seen in color & FM stereo. Trade virtually unanimous in view that shortage of programming is biggest barrier in both fields (p. 8).

PHILCO SEES 5% GAIN in home electronics in 1962. Pres. Charles E. Beck predicts sales of 6.1 million b&w TVs, 250,000 color sets, 12 million radios, 4.6 million phonos; takes firm stand supporting tape-register plan (p. 9).

WITNESSMANSHIP—AND FCC'S NETWORK HEARING: Buildup to FCC hearing on network programming processes, in which very top executives will appear before all 7 Commissioners starting Jan. 23, has become extremely intense.

Enormous amount of management manpower is going into preparation. Coverage of sessions, including TV-radio network programs, will be unprecedented. Most of nation, including broadcasters, will for first time see Commissioners at work, on home screens.

To prepare you, we thought it would be useful to draw on our experience of covering FCC hearings—the longest stint of day-to-day Commission reportage in nation—and give you some idea of what to expect.

FCC has asked networks to produce witnesses who know all the answers. ABC-TV is expected to present Pres. Treyz, News vp Hagerty, Gen. Counsel Everett Erlick; CBS—Pres. Stanton, CBS-TV Pres. Aubrey, News Pres. Salant; NBC—Chmn. Sarnoff plus at least 6 others. Additional topkicks will be on hand to produce any specialized information which Commission may want.

None of network chiefs is a slouch as a witness in anyone's book. Most distinctive about them is directness & simplicity of their answers, which, of course, is characteristic of major men in any activity. None is without humor.

Treyz is noted for his enthusiasm, knowledge of detail, and—naturally—salesmanship, even in a govt. hearing.

Sarnoff grew up in atmosphere of broadcasting and awareness of govt. processes & power, has developed into a witness at ease in chair, equipped with broad background in complex network activities.

Stanton is generally acknowledged pro of pros—decades of experience before Commission, almost never at loss for response. (We did see him badly nonplused during a hearing—once. He had illustrated a point by saying something like this: "When you're engaged to a girl, you don't romance another one down

the street." Official stenographers at hearings are traditionally silent & inconspicuous, but the one at this hearing, a girl, suddenly blurted with extreme cynicism about men: "Oh, you don't, don't you?").

Greatest tour de force of testimony before FCC we've ever seen was that of Sarnoff's father, RCA Chmn. David Sarnoff, during color-TV conflict in 1950 (Vol. 6:18), when he was on stand 16 hours in 2 days, until 11 p.m. one day. He almost had everyone sold on his views—including former Comr. Jones, who was extremely hostile.

Atmosphere of Commission hearings is quite different from Congressional probes. Usually, Commissioners are polite & patient in their questioning. Congressmen tend to get snappish, brusque, inclined to use witnesses as badminton birds in political vendettas. Commission counsel running hearings tend to be tougher than Commissioners—maybe because they usually know more detail, can pursue points further. Counsel in this hearing, Ashbrook (Ash) Bryant, knows his subject well. Incidentally, we don't recall that anyone has accused him of terseness.

Such long hearings are at times very technical, dull even to industry. Broadcast newsmen will be particularly on mettle, covering touchy affair featuring their bosses, exercising difficult selectivity judgments.

NBC will offer 3 TV, 3 radio, special Sun. news programs covering hearing: TV 6:30-7 p.m. Jan. 28 and 5-5:30 p.m. Feb. 4 & 11—with radio 9:05-9:30 p.m. same dates. ABC & CBS will have regular news coverage, may also do specials. G. Bennett Larson, whose new "U.S. Hearing Highlights" starts with FCC hearing (Vol. 1:4 p5), is handling pool arrangements.

CBS witnesses lead off Jan. 23, followed by NBC. ABC starts Feb. 5.

FTC RASPS AT 'SANDPAPER' COMMERCIAL: The unanimity of its action and vehemence of its words plainly indicate FTC's intention of driving home in precedent-setting fashion its decision last week against Colgate-Palmolive and agency Ted Bates & Co. for deceptive "sandpaper" Rapid Shave TV commercials.

Though Colgate promptly said it would appeal to courts—also attacking FTC for releasing decision to press before company was notified—decision is bound to further increase caution of commercial-makers, just as host of FTC anti-deception consent decrees has done in last couple years.

Whole anti-deception push by FTC began couple years ago, after quiz & payola scandals. Most cases were ended with consent decrees, advertisers simply agreeing to stop—but not admitting illegality of commercials. A few, like Colgate, chose to litigate, though Rapid Shave commercial was dropped immediately after FTC filed complaint in Jan. 1960.

Questioned commercial purported to show Rapid Shave moistening sandpaper so that it could be shaved easily, telling audience it was effective for beards "as tough as sandpaper." In hearing before FTC examiner William L. Pack, it was brought out that sandpaper wasn't used; instead, plexiglass coated with sand was employed because of "technical diffculties," according to Colgate.

Decision written by Comr. Philip Elman was aimed not only at public, which it said may have been led to buy Rapid Shave, but at Colgate competitors who lost sales because of unfair competition.

"The argument that respondents only indulged in a little harmless 'puffing,' " Elman said, "is obviously out of place. They represented unqualifiedly that Rapid Shave will dramatically facilitate the shaving of sandpaper and that they were demonstrating this fact before a TV audience to prove it. Both of these were factual representations; neither is true . . . Perhaps some consumers will be content with a product purchased in response to such a deceptive 'come-on,' but that is hardly legal justification for it. It could not atone, for example, for the injury to a competing shaving cream manufacturer whose product might have fared better in the marketplace had respondents adhered to honest and fair advertising practices."

To the argument that knocking the props from under harmless props would shackle TV in effective advertising, decision said: "This is, of course, absurd. No one objects to the use of papier-mache sets to represent saloons or to an actor's drinking iced tea instead of the alcoholic beverage called for by the script. The distinction between these situations and the one before us is obvious. The set designer is not attempting, through his depiction of the saloon, to sell us a saloon, nor is the actor, sipping at his drink, peddling bourbon . . . An announcer may wear a blue shirt that photographs white; but he may not advertise a soap or detergent's 'whitening' qualities by pointing to the 'whiteness' of his blue shirt. The difference in all these cases is the time-honored distinction between a misstatement of truth that is material to the inducement of a sale and one that is not."

Decision said that FTC is "somewhat skeptical" of argument that "technical limitations" of TV impose need for mock-ups. Even if that's true, FTC said, practice isn't justified: "Stripped of polite verbiage, the argument boils down to this: Where truth & TV salesmanship collide, the former must give way to the latter. . . . The notion that a sponsor may take liberties with the truth in its TV advertising, while advertisers using other media must continue to be truthful, is patent nonsense."

Decision specifically prohibits Colgate and Ted Bates from "falsely advertising shaving cream and from using spurious mock-ups or demonstrations for any product." Decision didn't go as far as FTC counsel wanted: a prohibition against "misrepresenting in any manner the quality or merits of any . . . product." Said Elman: "So broad and indefinite a command would be most difficult to obey, even in the best of faith."

Other deceptive-commercial complaints still pending before FTC: Lever Bros. (Pepsodent), Libby-Owens-Ford (auto glass), Carter Products (Rise shaving cream), Continental Wax (floor wax and "Grip-Kote").

Spokesmen for FTC believe industry has shown considerable improvement since first rash of anti-deception complaints started flowing right after quiz-rigging explosions. However, they say "there's still lots to be done." They believe Colgate decision gives industry most precise guide to date.

NAB Code chief Robert D. Swezey, commenting on decision, noted that TV Code prohibits "material deception" and that members have been kept completely informed on progress of case.

TIGHT 'TRAFFICKING' RULES VOTED: Sales of stations owned less than 3 years without a hearing would be prohibited by FCC—with some exceptions—under new rules due to be finalized soon. Commission announced last week that it had instructed staff to draft decision for final vote. It's understood vote was 5-2, so it may be assumed it's all over but the mimeographing. Comrs. Hyde & Craven disagreed with majority, believing abuses should be handled on case-by-case basis instead of by rules.

FCC's brief announcement didn't give provisions of new rules, but we gather that they're little different from staff recommendations we disclosed earlier (Vol. 1:13 p4). It's understood that Commission plans to call for hearings on proposed sales of stations owned less than 3 years—with these exceptions:

(1) Operator losing money may sell without a hearing if he gets no more than he paid, plus losses.

(2) Death or disability of owners is adequate reason for exception. Similar loss of key management personnel isn't enough.

(3) If sale is part of divorce settlement—okay. If station transfer is gift to owner's children, it's in the clear. But owner can't sell to 3rd party to get funds for trust for his children.

(4) When multiple owner is involved, he can sell, without hearing, those stations held more than 3 years—but not those held less.

(5) When station is owned more than 3 years and has a CP to modify facilities, and CP is less than 3 years old, station must go through hearing—unless modification has been completed, whereupon date of original station acquisition is controlling.

(6) Unforeseen circumstances occurring after station was acquired will be weighed on case-by-case basis, leaving FCC discretion to grant exceptions anytime it believes them justified.

BUILDUP FOR NAB EDITORIAL POW-WOW: NAB "Public Affairs-Editorializing Conference" in Washington March 1-2, first session of its kind, is beginning to shape up as one of most significant developments in some time.

It's notable that FCC Comr. Ford, when he was chairman, began the regulation-tightening process still going on—but at same time pounded away at broadcasters, urging them to express themselves through editorials. Chmn. Minow has continued Ford concepts on both fronts.

NAB Pres. Collins has corralled Secretary of State Rusk and other top State Dept. officials to brief broadcasters on international affairs. Minow will address first-day luncheon, 2nd-day luncheon speaker to be announced later. Richard Charles Lee, New Haven mayor, will discuss broadcasters' potential for leadership in attacking local problems. William L. Slayton, U.S. Comr. of Urban Renewal, will join discussion.

In addition to general industry turnout at conference, presidents of state associations of broadcasters will be in town, joining meetings.

Chairman of Editorializing Committee is Daniel W. Kops, WAVZ New Haven & WTRY Troy. NAB industry affairs vp Howard H. Bell is supervising arrangements.

CURRENT CAPSULES

Speculation about Ch. 3 Philadelphia was renewed last week when Ford filed amendment to Philco's application before FCC—which seeks comparative hearing with NBC's WRCV-TV. Amendment reflects Ford's takeover of Philco. Ford counsel William Gossett told us: "It was filed to comply with FCC rules. Since the matter is pending before the Commission, we don't propose to discuss it publicly."

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FCC wants full story on Miami Ch. 6, last week ordered cancellation of initial decision favoring South Fla. Amusement Co. and a further hearing to explore "faked letter" and "log concealment" charges against applicant's Pres. Sherwin Grossman (Vol. 1:5 p1, et seq.). Commission said it couldn't conclude, from written responses, either that Grossman faked letters to FCC, as charged by competitor Coral TV Corp., or that he had nothing to do with them, as he has told Commission. Letters were from Buffalo civic leaders, urging FCC to shift Grossman's uhf WBUF-TV to Ch. 8. "Log concealment" charge is that Grossman falsely testified in Miami hearing that he had turned WBUF-TV logs over to NBC when he sold station to network.

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View of TV-radio's freedom-of-speech position, as seen by Wall St. Journal Pres. Bernard Kilgore (Vol. 1:9 p1), is "short-sighted," according to NBC Chmn. Robert W. Sarnoff in one of his memos to TV-radio editors. Kilgore had said: "We are going to get the issue of freedom of the press obscured dangerously if we try to stretch it to fit the radio & TV industries that operate and apparently must operate for some time in the future under govt. licenses." Said Sarnoff: "American newspapers face no threat to their freedom today; nobody is dreaming of licensing them. They would have nothing to gain but a bad precedent if the govt. were permitted to infringe the freedom of broadcasters." He said, however, he continues to believe that FCC has right to hold broadcasters "reasonably accountable" for program promises.

Personals

Peter B. Kenney named NBC Washington vp, a position which has been vacant since resignation several years ago of Frank M. (Scoop) Russell who continues as consultant to NBC.

Stanley B. Cohen & Stanley Neustadt advance to partnership in Cohn & Marks, Washington communications law firm. . . . George Moore, WRGP-TV Chattanooga sales mgr., named vp. . . . N. Thomas Eaton, news dir., WTIC-TV & WTIC Hartford, promoted to news vp.

Dr. Gerhart D. Wiebe, former asst. to pres. of CBS, and CBS Radio psychologist 1946-55, leaves Elmo Roper & Associates to become Dean of Boston U. School of Public Relations & Communications. . . . Marvin Lowe appointed Screen Gems North Central Div. sales mgr.

Rupert Copponex, ex-producer-dir., WDSU-TV & WWL-TV New Orleans, leaves own ad agency to rejoin WWL-TV as program dir.

Robert L. Tuttle & Paul S. Watson, both ex-WSFA-TV Montgomery, named sales mgr. & operations dir., respectively, of new WCCB-TV Montgomery, going on air about Feb. 1.

Duncan Miller, ex-Magazine Advertising Bureau promotion dir. & former promotion mgr. of radio WABC N.Y., named TvB sales promotion dir.

James P. Storer, ex-national sales mgr., radio WIBG Philadelphia, named asst. gen. mgr., radio WJW Cleveland; he is son of Storer Bcstg. Chmn. George B. Storer Sr.

Robert C. Doyle, ex-ABC & NBC, and a former dir. of *David Brinkley's Journal*, named National Geographic Society TV Services Div. chief . . . John Brigham appointed San Francisco TV mgr. of Peters, Griffin, Woodward.

Kenneth Curto, sales mgr., Triangle's WFIL-TV Philadelphia, named gen. mgr. of group's radio KFRE Fresno, succeeding H. George Carroll, assigned to hq staff, Philadelphia . . . John S. Stewart named Devney-O'Connell N.Y. vp & sales mgr.

Liquor advertising charge against radio KBEA Mission, Kan., was dropped by NAB Code Authority which ruled station did not willfully or grossly violate code in recent ads which caused month's loss-of-license for a Shawnee, Kan. liquor store. Tapes of KBEA broadcasts made by code monitors on Nov. 29 & Dec. 6 contained mention of word "liqueur" & use of word "liquor" as part of store name. Code Authority Dir. Robert D. Swezey said broadcasts took place prior to new code ruling that word "liquor" cannot be used even in store name, and that infractions did not warrant disciplinary action. Kan. liquor laws prohibit advertising of liquor.

Attack on FTC, in Jan. 5 *Wall St. Journal*, belabors agency for inaugurating Congressional-type investigation hearing in St. Regis Paper Co. case (Vol. 2:1 p4). "Now there's nothing necessarily wrong with an open hearing," *Journal* said, "except that in this case the plain and privately admitted intent was to do no small amount of browbeating. The FTC likes the procedure so much it's toying with the idea of investigating not only companies but whole industries in this fashion. And it probably would simplify the agency's work and speed its decisions if it could cow all concerned at one fell swoop."

Application for Ch. 37, Montclair, N.J., is being prepared by N.J. Educational TV Corp., which plans station as first of 6 interconnected educational stations in state. Station is scheduled to be in operation this year, with 500 kw ERP. Orville J. Sather of Teaneck is president of the corporation. Installed last week as members of the board of trustees were 3 N.J. university presidents, including former TV performer *(Herb Shriner Show)* Dr. Mason Gross of Rutgers.

FCC Chmn. Newton Minow has been named one of nation's 10 outstanding young men, in annual selection by U.S. Junior Chamber of Commerce, will receive award at ceremonies in Santa Monica, Cal. Jan. 19-20.

TV-home figures: Census Bureau has released household appliance statistics for Albany, Atlanta, Augusta, Columbus, Macon & Savannah, Ga., & Chattanooga, Tenn. standard metropolitan areas. In addition, figures for following states were issued: Oklahoma, Arkansas, Kansas, Virginia:

Area	Occupied Homes	One-Set Homes	Multiple-Set Homes	No Set
Albany	19,877	14,208	1,597	4,072
Atlanta	291,405	226,800	36,429	28,168
Augusta	56,698	43,183	5,390	8,116
Chattanooga	82,485	64,266	7,942	10,277
Columbus	55,674	41,514	4,634	9,526
Macon	50,169	38,241	3,974	7,933
Savannah	53,165	40,929	3,908	8,328
Arkansas	523,552	374,030	17,261	132,232
Kansas	672,899	542,723	37,771	92,375
Oklahoma	734,593	576,176	43,283	115,057
Virginia	1,072,840	815,664	70,527	186,637

Repeal of equal time provisions, Sec. 315 of Communications Act, was urged last week by NAB Pres. Collins in letter to Chmn. Alexander Heard of White House Commission on Campaign Costs. NAB chief also "strongly opposed" as "discriminatory" any move that would require TV & radio stations and networks by statute to make free time available to Presidential candidates. He said he was confident outright repeal of Sec. 315 would result in broadcast performance in future campaigns more impressive than ever, would also assist in substantially reducing cost of campaigns.

Boston bookie case—CBS's telecast "Biography of a Bookie Joint" (Vol. 1:13 p6, et seq.)—both produced & quashed subpoenas last week. Attorney for 2 men arrested in raid filmed by CBS obtained subpoenas early in week, calling for production of documents by Attorney General Kennedy, Internal Revenue Service Comr. Caplin, CBS Pres. Stanton and CBS producer Fred Friendly. At end of week, however, Federal Judge Charles Wyzanski Jr. quashed subpoenas, called them "fishing expedition," said CBS's filming was perfectly proper under sound standards of free press and free enterprise.

FCC allocations actions: (1) Proposed shifting Ch. 3 from Sterling, Colo. back to Cheyenne, whence it was taken in 1957; move was requested by Sterling Ch. 3 CP-holder KHQL-TV. (2) Denied petition to add Ch. 25 to Tuscaloosa, Ala. (3) Proposed shifting Ch. 27 from San Diego to Palm Springs as part of earlier proceeding looking toward shifting Ch. 19 from Palm Springs to Indio, Cal. (4) Proposed shifting Ch. 14 from Modesto to San Mateo, Cal., reserving it for ETV.

TV coverage of full sessions of House would be good idea, but committee hearings should remain closed, according to Rules Committee member Rep. Richard Bolling (D-Mo.). In taped interview for Jan. 7 *Mark Evans Show* on WTTG Washington, he said that televising of committee hearings might under some circumstances result in "more of a road show than an attempt to elicit information."

First CATV private microwave, in new business microwave service, has been authorized by FCC to Community TV Systems of Wyoming to feed its system in Casper. Heretofore, all CATV microwaves were common carrier.

Old "WHN" call letters will be used by Storer Bcstg. for radio WMGM N.Y. when sale is consummated—under waiver by FCC. Station used WHN from 1922 to 1948.

Power-height increases, to 480 kw & 1,047 ft., have been granted by FCC to WSBT-TV (Ch. 22) South Bend.

Ford Foundation major ETV grants in fiscal 1961, described in annual report: $2.1 million for Educational TV for the Metropolitan Area Inc., N.Y., $2,262,000 for Midwest Program for Airborne TV Instruction, $518,196 to 17 participating school systems in the National Program for Use of TV in the Public Schools, $1,882,000 for videotape equipment for National Educational TV & Radio Center. Appropriations approved for future grants & projects included $1 million for ETV station programming & development and $450,000 for in-school TV instruction experiments.

Compatible single sideband transmission for AM was denied by FCC last week, as anticipated (Vol. 2:1 p4). Commission said that proposal by Kahn Research Labs didn't make strong enough case, that there isn't much interest in it from public or industry, that there's danger of interference to other stations, that method of modulation doesn't conform to NARBA definition. Kahn's efforts to get approval of another innovation—AM stereo—are due for denial again this week. Commission is scheduled to weigh his petition for reconsideration of earlier denial.

French TV is making slow progress, according to Paris correspondent William Millinship in Jan. 5 *N.Y. Herald Tribune*. Traditional French fondness for outside entertainment is one reason, but low quality of programming also is big factor, he reports. Shortcoming of state-run system, Millinship says, include slack programming with shows running as much as half-hour overtime, biased reporting & excess verbiage. Nation now has about 2.5 million sets.

Canadian rule requiring private TV stations to carry high percentage of Canadian-content programs is unrealistic, should be revised, broadcasting & publishing executive Roy Thomson told Toronto meeting of Radio & TV Executives Club last week. Citing financial problems of new private Canadian stations, he said that it's hard to match high-cost American shows on limited budgets, and that viewers therefore often watch U.S. stations.

Defamation-of-character suit for $300,000 has been filed against NBC & Pittsburgh Paint Glass Co. in Detroit District Court. Anthony J. Tocco, Grosse Pointe Park, Mich., contended he & his family were "held up to public hatred, shame, contempt, ridicule & disgrace" because of network's Oct. 18 program "Crime Does Pay," in which Grosse Pointe area homes were shown, described as gangster-owned.

CBS's answer to ABC's slow-motion video-tape system (Vol. 1:10 p4): slow-motion kine. Inaugurated at last week's football bowl game, the system permits replaying of highlights of first half in slow motion during half time. Play during first half is taped, highlights re-recorded on hot kine, played back in slow motion from N.Y.

Thirty hours of color are scheduled by NBC-TV Feb. 5, 7 & 10—more than 75% of total output. Programs will include color debuts of *National Velvet, Young Dr. Malone, Our Five Daughters, Here's Hollywood*—plus colorized *Wagon Train, Joey Bishop Show, NBA Pro Basketball.*

N.Y. state legislature was televised for first time last week at opening of 185th session. Gov. Nelson Rockefeller, delivering "state of the state" message, deferred to cameras by appearing in gray suit, red tie & blue striped shirt; he also cut message to conform to 1-hr. limit.

Eight million circulation mark was topped by a weekly magazine for first time by *TV Guide*, which estimated circulation of 8,073,608 for Dec. 30 issue, 289,861 above previous week.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

'THINKING SMALL'—10- & 14-IN. IMPORTS: Even as U.S. manufacturers are weighing possibilities of small-screen "personal portable" TV sets (Vol. 2:1 p6), at least one more importer plans to bring out new miniature model—to be marketed here next month.

There's going to be no stampede toward importation of TVs this year—and some importers want no part of them. Nevertheless, Delmonico says its 8-in. 110-volt portable by Japan Victor is in high demand at $119.95 list, and Sony indicates it sold about 8,000 of its 8-in. battery portables (at $280) in U.S. last year.

Next to enter U.S. TV field will be Matsushita Electric Corp. of America, which will show 14-in. "bookshelf model" 110-volt set at Chicago this week (Morrison Hotel), and has scheduled retail debut at Macy's in N.Y. next month, with deliveries to other stores beginning about May 1. Price had not been disclosed at press time.

Specifications of Matsushita's Panasonic bookshelf set: Dimensions, 12-in. deep, 13-in. high, 18-in. wide; weight, 33 lb.; 110-degree 14-in. tube; telescoping antenna. The 14-in. tube has been a basic size in Japan for several years.

Now we have 8 & 14. Who'll go for 10? Perhaps Transistor World Corp., U.S. distributor of Toshiba products. Transistor World's Richard Stollmack told us last week his company is considering import of Toshiba's 10-in. portable, recently introduced on domestic Japanese market. "We have made no definite decision," he told us, "but we'll probably know within 90 days. If we do it, we'll probably have to have a source of 10-in. picture tubes in the U.S. We don't think it's practical to import a set with picture tube."

Not only has Transistor World dropped its plan to import Toshiba 8-in. battery TVs, but Toshiba has discontinued production. "The principal problem has been the battery," Stollmack said. "We consider a wet cell undesirable, and we have not been able to find a satisfactory dry battery." Delmonico, however, plans to be in transistor TV field soon on nationwide basis.

Most transistor radio importers have enough headaches without adding TV. Michael Lee, who heads long-time importer Petely Sales, is typical: "As far as 19-in. sets are concerned, I think U.S. prices are lower than Japanese. Service problems can kill you. Importing a TV set isn't like importing a handkerchief—you must know and have confidence in the merchandise. And it's going to have to compete with well-known American brands, whose manufacturers can offer quick replacement parts & service. We're staying in the radio business—ours is plenty good enough without TV."

It seems certain that other importers will put out feelers on small-screen sets at upcoming industry shows. This is at least an area in which there's no competition from U.S.-made sets—yet. But, as we reported last week, U.S. manufacturers are also "thinking small," and we'll probably see at least one American-made 8-in. set this year, and there's private talk of receivers in 10-, 14- & 16-in. sizes.

1961 TV PRODUCTION—6,161,662: Final results are in, and here's how 1961 shaped up in TV & radio production: TV broke through the 6-million mark, and radio had its 2nd biggest year, despite fact that auto radio output was nearly a million units lower than 1960.

TV output totaled 6,161,662 compared with 5,708,346 in 1960, total radio 17,342,942 vs. 17,126,518, auto radio 5,571,834 vs. 6,432,212. (The EIA 1961 figures are subject to slight auditing revision.)

Production of TV sets thus exceeds 1961 distributor-to-dealer sales which are estimated at 5.7-5.8 million. The TV output total, though 7% higher than 1960's figure, does not qualify 1961 as one of the "great"

years of TV production. Nevertheless, annual production totals have been lower than 1961 on 4 occasions since TV came of age in 1950. These poorer years were 1951, 1952, 1958 & 1960. Here's lineup of annual TV production since 1947:

1947	178,571	1952	6,096,280	1957	6,399,345
1948	975,000	1953	7,215,827	1958	4,920,428
1949	3,000,000	1954	7,346,715	1959	6,349,380
1950	7,463,000	1955	7,756,521	1960	5,708,346
1951	5,384,798	1956	7,387,029	1961	6,161,662

Total radio unit production of 17,342,942 was slightly higher than 1960's 17,126,518—qualifying 1961 as 2nd best year to date in radio production, exceeded only by boom postwar 1947 with its 20 million units. Radio's production record since World War II (earlier figures rounded):

1946	15,955,000	1952	10,431,000	1958	11,747,000
1947	20,000,000	1953	12,582,000	1959	15,622,357
1948	16,500,000	1954	10,028,000	1960	17,126,518
1949	11,400,000	1955	14,133,000	1961	17,342,942
1950	13,468,000	1956	13,518,000		
1951	11,928,000	1957	14,505,000		

With decrease of automobile output in 1961, car radio production declined to 5,571,834 from 6,432,212 in 1960. This drop was offset by increased production of other types of radio—table, clock, portable—which rose more than a million units to 11,771,108 from preceding year's 10,694,306.

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Here are EIA's tables of TV-radio production for final 3 weeks of 1961, compared with corresponding 1960 weeks. Figures for weeks ended Dec. 15 & 22 had been delayed because of holiday schedules:

	Dec. 9-15	1960 wk.	Dec. 16-22	1960 wk.	Dec. 23-29	1960 wk.
TV	131,569	98,083	122,753	81,762	66,775	31,511
Total radio	407,291	347,572	363,543	271,255	252,903	127,045
auto radio	158,342	111,712	133,082	91,631	105,122	94,579

CHICAGO MART'S LAST TV STAND? Consumer electronics spotlight shifts shakily to Chicago this week for the winter International Home Furnishings Market and the NARDA convention. But there seems to be considerable belief in trade that the winter event at the Merchandise Mart has lost its usefulness in electronics.

Defections from Merchandise Mart this year include Admiral & Motorola, former occupants of large spaces. Others have been talking about giving up their leases, especially now that summer mart has been replaced by Music Industry Trade Show as unveiling place for new electronics lines.

Remaining on Mart's 11th floor are these U.S. consumer electronics manufacturers: GE, Magnavox, Philco, RCA, Stromberg-Carlson, Sylvania, Westinghouse & Zenith. Of these, only GE will show new merchandise for first time—others having already displayed to dealers at distributor showings, or (in the case of Westinghouse), not being ready to show anything yet. Newcomers to 11th floor are the importers—Clairtone, Grundig-Majestic, Demonico International, Uropa International—which, in last year, have snapped up space vacated by U.S. manufacturers.

There will be other consumer electronics exhibits in Chicago away from the Mart this year—Admiral in its new showroom at 643 N. Michigan Blvd., Motorola in a special show at Ambassador West Hotel, Olympic in its usual space at the Pick-Congress, Muntz & Symphonic at the Hilton, V-M at LaSalle & Grand Ave. Among these, Olympic & Symphonic will show new sets, the latter showing complete new TV line. These importers will also be showing in Chicago: Matsushita and Petely at the Morrison, Kane-Mark at the Sheraton-Blackstone, Fonovox (Videola-Erie) at the Pick-Congress.

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Among hottest topics in Chicago this week will be Philco ID supermarket tape plan, Motorola's 19-in. portable at $139.88 and the place of the 27-in. set in the market picture.

A 6th manufacturer will enter 27-in. market this week in Chicago—Olympic, showing contemporary lowboy at $349.95 & $359.95—joining Admiral, Du Mont, Magnavox, Motorola & Packard Bell in giant-screen

department. Also to be introduced by Olympic will be 3 color consoles at $749.95, and 4 open-list leader items in 19- & 23-in. categories.

GE is adding 3 basic TV models to its line: the 19-in. "Century" portable slated to sell in the $169-179 range; the 19-in. open-list "Golden Celebrity" portable; a 21-in. table priced in the $199-209 bracket. GE also has a new line of stereo consoles which start at $149.95—$10 under the starting price of the predecessor line.

Over at the Edgewater Beach, where NARDA will be having its 18th annual convention, the ID plan and how to cope with it will be Topic A, and it's expected the dealer association will unveil its counter-attack promotional plan. These speakers from consumer electronics industry will be heard during convention: Motorola consumer products marketing vp S. R. (Ted) Herkes on food tape plans, Monday afternoon; Motorola consumer products exec. vp Edward R. Taylor on TV retailing, RCA Sales Corp. marketing vp Raymond W. Saxon on color TV, Zenith hi-fi marketing development mgr. J. B. (Kip) Anger, Tuesday morning; Majestic International vp Sam Jenkins on tape recorders, Tuesday afternoon.

SOMETHING NEW FOR '62: Dollar sales volume is slipping, while unit sales rise. In 1961, portables captured larger share of market; console stereo sales were down. What is needed in 1962 to reverse this pattern—to increase profit per sale?

Making the rounds of distributor showings & sales meetings, we've asked merchandisers this question. They agree that "something new" is needed to upgrade sales this year. And, surprisingly, many agree that "something new" is here already, if—.

The 2 "new" items in most 1962 lines are color and FM stereo. Although both are now moving well in many areas, many marketers agree they both need same type of push to make them really significant ledger-book items by end of this year. They both need more & better programming.

Ask the question, "What does color need?,"and 9 times out of 10 you'll get the answer—"More & better programming." Having seen sample of what color sales can do at present set prices during Christmas season, trade now feels almost unanimously that programming is more important than price.

Color sales appetites have been whetted by recent events—and we can see build-up of clamor for color programming on ABC & CBS this year. Both networks still say they'll program in color when there's sufficient color audience to attract color sponsors. Industryites, meanwhile, insist that color will really catch fire when there's color on air every night on all 3 networks.

FM-stereo situation is somewhat similar. Trade sees multiplexing as important selling point for stereo phono consoles, and as significant means of upgrading sales of consoles (through inclusion of stereo tuners). Biggest complaint in most FM-stereo markets today is that there's still not enough full-time stereo programming. Even in N.Y. area, where WTFM is broadcasting 24 hours a day, most merchandisers would like to have at least 3 stations with full stereo schedule—and full stereo promotions.

Oddly enough, stereo commercials have proven to be good demonstration material in the stores. WTFM broadcasts many of its commercials stereophonically—voices coming from different directions, etc. —and this directional effect has become a surprisingly good customer convincer.

Industry thus enters 1962 with 2 "new" products. It believes that more profit can be brought to both TV & stereo fields if it has more opportunity to demonstrate them, and if consumer has more & better program material available.

TOPICS & TRENDS

Sylvania has created a Home & Commercial Electronics Div. which supplants former Home Electronics Div. and "represents the expansion into many new electronics products fields." Senior vp George C. Connor was appointed gen. mgr. of the new division and chmn. of Sylvania Home Electronics Corp., marketing subsidiary for the new division's TV-radio-phono products. Peter J. Grant is pres. of the marketing subsidiary. Sylvania Pres. Gene K. Beare said the Home & Commercial Electronics Div., in addition to producing electronic products for home use, "also will greatly expand the company's activities in such areas as direct wire TV systems, remote control TV systems for hospital & nursing home patients, hotel & motel TV, and many others . . . Included in the division's activities will be the development & manufacture of electronic products for industry & commerce."

Robert E. Kenoyer has resigned as vp-gen. mgr. of now defunct Sylvania Home Electronics Div. He joined with Arthur P. Gould, pres. of Golden Shield Corp., to head a group which has purchased from Sylvania

its majority interest in Golden Shield. Kenoyer will become exec. vp of the Great Neck, N.Y. distributor of consumer products sold through jewelers & furniture dealers. Among its products: Sylvania TVs. Golden Shield was formed in 1959, now has 7,000 dealers in some 1,500 communities in the U.S.

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Capitol Records has divided itself into 2 separate business groups: Records & Phonographs and Mail Order & Electronics. Creative services vp Alan W. Livingston heads Records & Phonographs, which consolidates all activities of Capitol's records, phonos and accessories business. Former administration & finance vp Daniel C. Bonbright heads Mail Order & Electronics, which now embraces all Capitol mail order activities & record clubs and all of its electronics operations and companies owned and to be acquired. Capitol's present electronics subsidiary is EMI (U.S.) Ltd. Bonbright has been in charge of Capitol's electronics activities, and corporate vp of EMI/US, since March 1961 (Vol. 17:11 p19).

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
AT&T	1961—year to Nov. 30	$8,368,960,000	$3,367,869,000	$1,271,086,000	$5.49	231,593,000
	1960—year to Nov. 30	7,880,384,000	3,148,191,000	1,205,954,000	5.52	218,491,000
	1961—qtr. to Nov. 30	2,150,421,000	871,357,000	329,657,000	1.40	235,864,000
	1960—qtr. to Nov. 30	2,009,775,000	803,615,000	312,155,000	1.40	223,454,000
A. C. Nielsen	1961—qtr. to Nov. 30	——	——	657,830	.38	1,710,000[1]
	1960—qtr. to Nov. 30	——	——	559,031	.33	570,000

Notes: [1]Reflects 3-for-1 split.

REVIEWS & FORECASTS: In his first public address as Philco's new president (Vol. 1:14 p10), Charles E. Beck last week forecast a 5% sales gain in 1962 for the home electronics industry. Speaking at the Philadelphia Chamber of Commerce's 15th annual forecasting conference, Beck predicted 1962 sales of 6.1 million b&w TVs, 250,000 color sets, 12 million radios, 4.6 million phonos.

Beck also took note of increasing competition from Japan & Eastern Europe, called upon American industry to meet the challenge by counterattacking. "There is tremendous potential in world markets, potential for growth in payrolls & profits at home if we compete instead of trying to hide behind a protective guard," he said. "If we are to succeed in world markets, we will have to put a high premium on U.S. industrial capacity." Beck emphasized that Philco, in addition to working for a larger share of the U.S. electronics & appliance markets in 1962, will strive for more business in foreign markets.

* * *

Philco's new management is squarely behind the controversial "Instant Dividend" merchandising promotion initiated by its predecessor (Vol. 1:8 p9 et seq.), Pres. Charles E. Beck made clear last week. In a letter to Victor P. Joerndt, pres. of National Appliance & Radio-TV Dealers Assn., he declared in part: "We believe the Philco 'Instant Dividend Plan' will bring both immediate & long-range sales gains to independent Philco dealers & distributors, will result in added consumer product enjoyment at reduced cash cost to our customers, and finally will add new strength to the whole appliance industry and to all appliance dealers since, we believe, it will stimulate interest—and sales—for other dealers as well."

Beck also noted that "because so many confusing charges have been made about the plan in Pittsburgh, we are publishing there, at our expense, a statement which we hope will clarify the situation for our customers."

The statement makes these points, among others: (1) The ID plan "is nothing more than an extension of the old fashioned stamp plan in use today at almost all supermarkets." With stamps you get a future bonus; with ID, "for the first time," you get an instant bonus "on your food purchases." (2) "You may find it true that if your food purchases are small, the ID plan is not for you. But statistics show that the average family of 4 buys about $30 a week in food. On that basis, a $300 contract is paid off with a cash outlay of only $85.50."

In his letter to Joerndt, he termed "groundless" fears that "repossessed merchandise in volume will be dumped into the market" as a result of the tape-register plan. "Our experience to date in every test area," he noted, "indicates that the repossession rate is far below normal." The Philco president also noted that a customer "may transfer her ID plan membership to another participating supermarket if she moves;" that "if she decides at any time during her contract period to pay her balance in full in cash, she receives the appropriate rebate."

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Emerson has added three 8-transistor portable radios, including the $29.88 Titan (Model 888) which also plays on house current and features rechargeable batteries. Emerson sales dir. Leo W. Hahn described the Titan as "the first such American-made unit," said it features a Power King jack for operation on AC current, for recharging ordinary penlight cells, and for obtaining up to 10,000 hours playing from nickel cadmium rechargeable batteries. The 2 other transistor radios are listed at $34.88 (Model 808 Ensemble) and $49.88 (Model 880 Ensemble).

Jerrold is "misrepresenting" its antenna-like "TV Receptor" for home receivers, according to FTC complaint filed last week. Complaint says that "the TV receptor is

not superior to 'rabbit ear' indoor TV antennas and neither is equal to nor outperforms outdoor or roof-top antennas in many locations, as claimed on the concern's cartons and in advertisements in nationally circulated magazines." In addition, FTC said device: (1) Is not an antenna. (2) Is not adjustable and has no tuning device. (3) "Does not utilize the entire wiring system of a home or apartment as an antenna," as claimed.

Another discovery by Dr. Leo Esaki, inventor of the tunnel diode, now working at IBM Research Center, Yorktown Heights, N.Y.: A new electrical characteristic in bismuth, a semiconductor, which could lead to a new class of high-speed amplifiers & switches. Dr. Esaki reported that bismuth behaves differently from other semiconductors when strong magnetic & electric fields are applied at right angles to each other at temperatures close to absolute zero. As the fields reach a certain strength, changes suddenly occur in the characteristic conduction of the material.

Philco TV receivers will be distributed in France by Societe Franco-Amerique Pour L'Electronique (Soframel) under new licensing agreement between Philco International Corp. & Schneider Radio Television of France, concluded through Philco Organization S.A., Fribourg, Switzerland.

Five-fold increase in Washington area's electronics business by 1970 is predicted by production engineer Gordon Frederick Shea in his George Washington U. master's thesis. He said plants in area should gross more than $1.25 billion annually in next 9 years.

West African TV-radio-air conditioner factory, first in region, has been opened in Apapa, Nigeria, by Nigerian Electronics Ltd. Plans were developed by Auriema Group, N.Y. consultants & exporters, under sponsorship of Rockefeller Bros. Fund. First product is 3-band trans-oceanic radio, made under technical-assistance license from Westinghouse.

Trade Personals

L. F. Holleran, ex-pres., RCA Victor Distributing Corp., named RCA staff vp, distributor & commercial relations, central region; J. F. O'Brien, ex-mktg. vp, named pres. RCA Victor Distributing Corp.; Paul J. Pfohl, former western area mgr., RCA patents & licensing, named to new post of staff vp, RCA Sales Corp.; all headquartering in Chicago.

Hershner Cross, GE Radio & TV Div. gen. mgr., elected a vp; also elected vps: International GE Co. Div. gen. mgr. Charles V. Schelke and Chemical & Metallurgical Div. gen. mgr. Dr. Charles E. Reed.

Delbert L. Mills, gen. mgr., RCA Home Instruments Div., elected RCA vp.

A. R. Baggs, previously Magnavox & RCA marketing executive and ex-Trans American Import Export Corp. mktg. vp, has joined Symphonic Electronic as mktg. & product development dir., a new post.

Joseph M. Hertzberg, ex-Philco & RCA, rejoins RCA as division vp, defense mktg. . . . Earl C. Janson named Beckman Instruments mfg. vp, a new post . . . Marshall Petros appointed exec. vp of Pentron Electronics' Tape Recorder Div. . . . William A. Gross, ex-IBM, named Ampex research dept. dir.

G. E. Jones elected exec. vp of IBM subsidiary IBM World Trade Corp., succeeding J. E. Brent, elected pres. & chief exec. officer of World Trade subsidiary IBM Ltd., Canada.

Frank B. O'Brien elected Seeburg pres., succeeding Delbert W. Coleman who continues as chmn. . . . James M. Starke named vp-gen. mgr. of Republic Corp.'s subsidiary Utility Appliance Corp., succeeding Herbert S. Leo, resigned.

Frank R. Demchock, ex-Magnavox, named dir., Sales & Service Div., GPL.

Arthur Gaines appointed national mgr., Clairtone Sound's U.S. operations . . . Peter Fabri resigns Jan. 31 as mktg. & sales dir. of Thompson Ramo Wooldridge's Bel Canto Div. . . . Carl Jennings appointed northern district sales mgr., Packard Bell Home Products Div., a new post.

Carl R. Rollert, ex-sales mgr., Communication Accessories Co., Collins Radio's components div., named mgr., Collins broadcast product line . . . Robert S. Ziehmn promoted to Southern area district sales mgr. Atlanta, for GE closed-circuit TV equipment.

Mary E. McDonnell, ex-PR dir., radio WNYC N.Y. & Martin Steel Corp., named to similar post with International Sound Fair, 333 E. 46th St., N.Y. (Coleman Finkel pres., Hal B. Cook exec. dir.). Its first hi-fi fair is set for July 25-29 in Detroit.

Dr. H. William Welch Jr. named gen. mgr. of new Motorola Solid State Systems Div., which now has equal status with Military Electronics, Communications and Semiconductor Divs., all headquartered in Phoenix.

Robert A. Bos, sales mgr. of Erie Resistor's Distributor Sales Div., has been recalled to active duty by U.S. Air Force; he's succeeded by Fred J. Rich, advanced from district sales mgr., N.Y. office.

Gough Industries Inc., 819 East First Street, Los Angeles, has been named Motorola distributor for San Diego & Phoenix areas, succeeding Merchandising Distributors of San Diego and Black & Ryan of Phoenix. Phillip G. Gough Jr. is pres. of Gough Industries.

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Wometco Enterprises will show net profit after taxes of at least $1.30 per share in 1961 compared with 1960's $1.01, Pres. Mitchell Wolfson predicts. He told meeting of N.Y. Society of Security Analysts recently that 1961 gross income of the diversified company (4 TV stations, 2 radio, vending operations, Miami Seaquarium, etc.) should be about $15.3 million, compared with last year's $12.7 million. With cash on hand and marketable securities totaling approximately $2,633,000, Wometco's current assets to current liabilities ratio is about 3 to 1, he noted. Net profit before taxes on gross TV sales in 1960 was 25.2%, compared with 19.2% for average U.S. TV station. Wolfson said KVOS-TV Bellingham, Wash., bought in June 1961, has produced gross & net "considerably above expectations." Earnings from 47½% interest in WFGA-TV Jacksonville should approximate $200,000, he reported.

Packard Bell opened its 1962 fiscal year Oct. 1 with a $1.5 million working capital deficit and a retained earnings deficit of $5.6 million. Pres. Robert S. Bell estimated a need for $3.5-5 million in new working capital to finance higher sales anticipated for the year. "We'll have made up our minds about the type of financing [to raise the money] within 6 months," he said. PB's stockholders meet Jan. 19. Among business to be considered is proposal to increase the authorized common stock to 2 million shares from current 1.2 million. Proxy statement disclosed these salaries paid during 1961 fiscal year: Chmn.-Pres. Bell, $60,000; exec. vp-treas. Lowell R. Day, $40,000.

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WEEKLY
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The authoritative service for executives in all branches of the television arts & industries

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QUARRY OF TRANSGRESSION HUNTERS includes renewed govt. investigation of double billing, unauthorized station transfers, payola, program-rating "bribery" charges, etc. (p. 1).

FCC PRESSES FOR UHF-VHF RECEIVER BILL, Minow warning National Press Club alternative may be to shift all TV to uhf (p. 2).

STRAW IN FCC 'SEEK-OUT-NEEDS' WIND shows applicants can satisfy Commission with modest showing on knowledge of community (p. 3).

'EXPLOSIVE GROWTH' OF ETV FORECAST by special educator-industry committee which recommends channel reservations, public & private support (p. 3).

Consumer Electronics

BRIGHT NEW MARKET beginning for FM stereo, already upgrading phono consoles. Table stereo radio influx due this year (p. 7).

CONTROVERSY IN CHICAGO over just about everything—even color. Motorola to enter color market this year, but not without blast at RCA in impromptu debate (p. 8).

'ID' GETS MUCH TALK, no action at Chicago. NARDA membership split on pros & cons of tape-register plans (p. 9).

WHAT ELSE IS NEW? Magnavox full-year parts-&-labor warranty; 27-in. 110-degree tube; Symphonic entering quality TV market; Motorola draws enthusiasm with "Decorator" collection (p. 9).

$139 PORTABLES NOW, $99 later? Rest of majors expected to match Motorola price with new simplified circuits, while they work on small-screen units aimed at $100 market. Imported tubes & components in U.S.-made set (p. 10).

BOWES BOWS OUT AT PHILCO: ID sparkplug Henry E. Bowes is latest of Old Guard Philco management to resign; will join ITT (p. 12).

QUARRY OF TRANSGRESSION HUNTERS: Scouting around Washington last week, we've uncovered several areas of possible govt. action against broadcasters, things to be alert to over next weeks and months:

(1) Double billing. This old practice, a common device in all media—not only TV-radio—is getting new attention, from Post Office, FCC, FTC, Justice Dept. Double billing is this: Manufacturer agrees to pay part, say half, of local retailer's advertising of his product. Advertising medium quietly sends local man 2 bills, for a radio spot, for example, one for $2, other for $4. Retailer sends bill for $4 to manufacturer, who pays $2 of it. Thus, retailer gets spot for nothing. In some cases, price gap gets wider and retailer actually makes money on his advertising.

From Post Office & Justice standpoint, this is "fraud by mail"; to FCC, it may be "bad character" of licensee; to FTC, it may be "unfair competition." At any rate, there's renewed govt. interest in practice.

(2) Unauthorized station transfers. FCC sources say they've uncovered at least dozen fishy cases in which man claims to have "management contract" but actually controls station, as far as Commission's concerned. Look for FCC action here—all in small-radio-station field.

(3) Payola. Still rampant, but with ante raised because of clear illegality under new law. FCC & FTC poking into subject further.

(4) Program-rating abuses. FCC & FTC investigating charges of stations bribing to get advance word of rating periods and of stations' positions in market—to aid in negotiating with advertisers. In some cases, state govts. are investigating, seeking infractions of "commercial bribery" laws.

Ever since quiz-payola scandals, there's been rising level of complaints to Congressmen and agencies —many from disgruntled employes who say: "You ought to look at what's going on here."

What makes it so tough for TV-radio to take is that even slightest transgression can bring ponderous weight of federal govt. down broadcasters' necks while other businesses carry on similar ancient practices which are legal or winked at by state & local agencies.

FCC PRESSES FOR UHF-VHF RECEIVER BILL: FCC Chmn. Minow "went to the people" last week in effort to get support for Commission's proposed all-channel-set legislation. He spoke at National Press Club, said "most painless" method of expanding TV through uhf is by gradual replacement of existing receivers with sets that can get all channels, predicting that substantial nationwide conversion would be achieved in 5-7 years. He said the bill is FCC's prime legislative target this session.

With so much demand for vhf spectrum from non-broadcast services, Minow warned, all TV may have to be shifted to uhf—unless the set legislation is enacted. Though telecasters, including vhfs, endorse legislation, it faces strong opposition from manufacturers who don't want govt. telling them what kind of sets to make, who don't want to add to price of sets for those viewers who may have no need for uhf, and who argue that measure would be unconstitutional. Minow said his attorneys have made exhaustive studies satisfying him that law would be constitutional.

Further seeking telecaster support, Minow stated: "Surely the broadcasters who are most sensitive to what they regard as tightening regulation should welcome this growth and should be willing to accept this competition [from implementation of uhf]. A wider field means a rich variety of services for many tastes—and more voices to share the resistance to govt. . . . The TV industry in the long run faces one result or another: more competition or more regulation. My own vote is for more competition."

Minow produced statistics to show need for more choice of stations: Of nation's 272 markets, 132 are one-station, 69 two-station, 54 three-station, 17 four-station or more. He noted, however, that 56% of population has a choice of 4 or more signals.

Minow sought to illustrate what scarcity of local outlets means: "If you are a candidate for local office in Allentown, or a proponent of a local school bond issue in Atlantic City, or a local advertiser in Battle Creek—you could no longer turn to a local TV station." And, working one of his favorite fields, he said that vhf simply can't meet ETV's needs.

To demonstrate uhf conversion problems, Minow described 4 receivers on stage, while his asst. Ted Meyers tuned them: (1) Vhf-only. (2) Single-strip conversion—"a minor cure." (3) All-channel converter—"a major cure." (4) All-channel set—"born complete to serve every station in every market." Converted sets showed school-science program in progress from WETA (Ch. 26).

Another illustrative device used was attachment of whole U.S. allocation table to copies of speech—enabling newsmen to report which uhf channels are unused in their home towns. In question period, Minow made these points:

(1) "If I were a set manufacturer, I'd go for the legislation. It would mean more service, more demands for sets."

(2) CATV isn't answer to TV expansion—because "it's costly and programs are non-local."

(3) FCC isn't censoring when a station makes promises in order to win a hearing and Commission holds him to his promises. "I'd like to see argument to the contrary tested in court. I'm sure it would be rejected."

(4) If an Administration fails to carry out promises made during a campaign, he was asked, why should broadcasters be penalized for same thing? Minow replied that electorate weighs an elected official's performance every 2, 4 or 6 years—and that broadcasters should be willing to go through same every 3 years, at license renewal time.

(5) Rumors of federal judgeship for him? "I'm going to continue what I'm doing. I believe that many broadcasters, though they won't say it publicly, agree with what I'm doing."

(5) Pay TV? "The people will decide. It's that simple."

(6) How about FTC's "sandpaper" decision against Colgate (Vol. 2:2 p2)? "I've got enough troubles of my own without worrying about the FTC."

Asked about FCC's N.Y. experimental uhf station, Minow called on Comr. Lee, who described program. "When they get the measurements," Lee said, "they'll feed them into one of those egghead machines, and I hope it won't come out and say 'Lee is nuts.' "

Minow had full house, including most Washington TV-radio attorneys. Surprise guest was U.N. Ambassador Adlai Stevenson, Minow's former law partner. Also on hand were another ex-law partner, Postmaster General J. Edward Day, Sen. Pastore (D-R.I.) & Chmn. Harris (D-Ark.) of Senate & House Commerce Committees, the other FCC commissioners.

STRAW IN FCC 'SEEK-OUT-NEEDS' WIND: Little-noticed but quite significant, according to best-informed FCC sources, was Commission action last week in small radio case. In it, FCC gave inkling of nature of "seek out needs" concept—keystone of its programming policy and of proposed new program form. Briefly, Commission indicated it isn't asking for the moon.

Occasion was comparative case involving, among others, application of Wilbur J. Meyer (Peter-Mark Bcstg. Corp.) for Vandalia, Ill. and Progressive Bcstg. Corp. for Highland, Ill.

Progressive asked FCC to include as issue in hearing "what efforts were made by Meyer to ascertain the programming needs of Vandalia . . . and the manner in which he proposes to meet such needs." Progressive pointed out that 28 out of 35 of Meyer's proposed program titles for Vandalia were same as those he used in original 1957 application for his WJBM Jerseyville, Ill.

Meyer responded by saying that the 2 communities are similar and that (1) He lived in Vandalia all his life. (2) He had broadcasting experience in 3 adjoining counties. (3) He's thoroughly familiar with area. (4) Before filing Vandalia application, he investigated programming needs of area. (5) Though many Jerseyville & Vandalia titles are same, program contents differ.

Said Commission: Progressive is suspicious solely because of program-title similarity and "since Meyer in his opposition has made an uncontradicted showing that his program proposals were based upon his acquaintance with Vandalia's needs, no basis exists for the requested issue."

Thus, FCC doesn't necessarily expect applicants to file encyclopedias to show they have studied communities' programming needs. Of course, in major cases, where wily & active opponents are involved, story could be different.

'EXPLOSIVE GROWTH' OF ETV FORECAST: Five major recommendations to foster development of ETV were offered to govt. last week by 9-man industry-educator committee which has worked on project for year.

The 13-page report to U.S. Commissioner of Education Dr. Sterling M. McMurrin—"A National Policy for Educational TV"—goes through ETV potential in broad terms, sees enormous possible contributions. Recommendations:

(1) Adequate channel reservations for ETV.

(2) Public & private support of national effort on part of everyone to encourage production of better ETV programs.

(3) Nationwide program of research & evaluation.

(4) Nationwide talent search & training.

(5) Financial support, public & private, at local, state and national levels.

Committee is curiously conservative in its estimate of ETV station growth—predicting mere doubling of present 60-odd stations in 10 years, after noting that "at least 40 new stations are in some stage of preparation." Report states that 200-300 closed-circuit systems are in use, says several hundred more are in works. Also reported: (1) Nearly dozen more states planning statewide networks. (2) Midwest & New England working on regionals. (3) National live network "may not be far in the future." (4) ETV satellites are "a foreseeable reality."

Report estimates capital costs of 56 ETV stations at $29 million, annual operating at $15 million. National Educational TV & Radio Center (NET), program producing agency, has budget of $3.6 million. The 200-300 closed-circuit installations had capital costs of $11 million, annual operation of $4 million. In next 10 years, additional stations are expected to cost $30 million, annual operating $15 million.

Committee members: Cyril M. Braum, engineering consultant to NET; NAB Pres. Collins; Leland Hazard, Pittsburgh Plate Glass vp-gen. counsel; Richard B. Hull, dir., Telecommunication Center, Ohio State U.; Dr. Herold C. Hunt, Harvard prof. of education; Dr. Kenneth E. Oberholtzer, Denver supt. of schools; Dr. John R. Richards, dir., Coordinating Council for Higher Education, Cal.; William E. Spaulding, pres., Houghton Mifflin; Graham T. Winslow, chmn., Mass. Council for the Public Schools.

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Clampdown on CATV, sought by WBOY-TV Clarksburg, W. Va. in petition to FCC (Vol. 1:12 p5), was opposed in brief filed last week by NCTA which asserted: (1) FCC itself says it lacks power to require stations to forbid use of their signals by CATV. (2) Even if Commission had such authority, WBOY-TV's proposals are "unworkable, arbitrary." (3) Commission has already said that Congress must decide policy in this area.

CURRENT CAPSULES

Preparing for allocations comments, AMST last year asked FCC dozens of questions, seeking detailed facts & figures about bases for Commission's proposals. It's understood that current thinking at Commission is to tell AMST that some material is available in public files, some is unnecessary for purposes of preparing comments. However, Commission is considering telling how it calculated vhf & uhf service areas in deintermixture cases. It may also suggest uhf channel groupings to promote efficiency—apparently believing that its proposal to abandon allocation table, letting applicants rush for low uhfs, may produce great waste of spectrum.

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FCC's network programming hearing, now set to start Jan. 24, instead of Jan. 23, is popularly being misconstrued as a forum for networks' answer to Chmn. Minow's "vast wasteland" speech and networks' opportunity to contest regulatory efforts of Commission. Though networks may well offer views on foregoing, hearing is designed primarily to explore network ownership of programs, network-talent agency and network-sponsor relationships, program-selection process, use of ratings, consultation with affiliates, etc. (Vol. 1:10 p2). NBC will video tape proceedings under pool arrangement. Shift in starting date was at request of CBS which noted conflict with Jan. 23 space shoot. For first week at least, hearings will be in ICC Hearing Room B.

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With an experimental TV-relaying satellite due to orbit this summer, networks are joining forces to produce best show they can muster for the unique event. At meeting of Academy of TV Arts & Sciences in N.Y. last week, NBC vp Julian Goodman said that network news chiefs—ABC's James Hagerty, CBS's Richard Salant and NBC's William McAndrew—"have agreed to assign top creative production staff to assemble a live program which will be truly representative of the American scene on the date of this first international transmission and one which will do justice to the historic nature of the occasion." Bell Labs' satellite expert John Pierce said satellite will be non-synchronous "Telestar," with single transmitter & receiver. He reported intense interest in Europe, Australia and Japan.

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CBS will televise all National Football League games under terms of 2-year $9.3-million contract signed last week. Contract will bring each of the 14 NFL clubs about $320,000 per year, was similar to one negotiated last April but later nullified by federal judge who ruled it anti-trust violation.

Bill introduced by Rep. Emanuel Celler (D-N.Y.) & signed by President Kennedy in Oct., exempting pro football, baseball, basketball & hockey leagues from anti-trust laws in areas of single network TV contracts, opened way to precedent-setting deal. Under old agreement, each team made separate TV deals.

CBS will televise all games each Sun. on regional basis. Network also will telecast nationally on Thanksgiving Day, Sat. after close of college season & any Conference playoffs. League championship game, however, remains with NBC for at least another year under existing $615,000 contract.

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Newspaper ownership of TV, particularly in one-station cities, definitely will be subject of hearings, we're told by Rep. Celler (D-N.Y.), chmn. of Judiciary Committee and its Anti-trust Subcommittee. Though staff had been studying subject for some time, he said, catalyst moving him now is demise of 2 Los Angeles dailies—Examiner and Mirror—leaving city with only 2.

He said he intends to find out: (1) Whether anti-trust laws are violated in cities where more than one paper is controlled by single owner or where paper controls TV. (2) Extent to which newspaper control of sole TV outlet results in "one-sided" news coverage and editorials. "There are quite a number of cities from which we have received complaints about newspapers controlling stations," he told us; he wouldn't identify them.

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Misrepresentation-of-TV-promotion complaint has been leveled by FTC at an appliance maker, Dormeyer Corp. and its ad agency North Advertising. They're charged with running magazine ads claiming company products were featured as gifts or shown on 12 network giveaway shows. Complaint said that advertising falsely implied arrangements were made whereby Dormeyer products would be used on the shows or company would sponsor the programs.

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FCC moved fast to maintain service in radio WIOS Tawas City, Mich. license revocation case (Vol. 1:15 p2). It granted Superior Bcstg. Co. temporary authority to take over and operate station Jan. 14-April 14, put its application at top of AM processing line. Commission had taken license from Roger S. Underhill, on grounds of misrepresentations and attempts to block another applicant.

Noted British historian Dr. Arnold J. Toynbee still finds little good in advertising but he recognizes its power sufficiently to urge that it be kept out of govt.'s hands. His remedy, however, is scarcely what industry has in mind: "We should reduce the amount spent on advertising and diminish the importance and power of advertising, so as to make the control of this business a less valuable prize than it now is." Previous word about advertising from Dr. Toynbee was this:

"The destiny of Western civilization turns on the issue of our struggle with all that Madison Avenue stands for more than it turns on the issue of our struggle with communism."

Dr. Toynbee's latest views were obtained by Peter Bart, N.Y. Times' industrious & imaginative new advertising columnist. (Bart recently discovered & interviewed Ted Bates, of agency bearing his name. Many people thought there was no such man. Bart found him as personally retiring as some of his commercials are not.) Dr. Toynbee wrote Bart that he still believes advertising encourages overconsumption in prosperous countries, keeping goods & capital from underdeveloped nations.

Personals

Julius Barnathan ABC-TV vp for affiliated stations, named pres. of ABC o-&-o TV stations, Stephen Riddleberger, vp for o-&-o's, appointed pres. of o-&-o radios. In Chicago, Donald H. Peterson, from WBKB, named ABC Central Div. & WBKB dir. of advertising, promotion, press information. He succeeds James M. Ascher who joins USIA in a foreign service post.

Frank J. Shakespeare, vp & gen. mgr., WCBS-TV N.Y., promoted to asst. to pres. of CBS-TV, succeeded by Norman E. Walt Jr. who advances from gen. sales mgr. . . . Marc Merson, former WNTA-TV N.Y. producer-dir., named general program executive, CBS-TV program dept. . . . G. Edward Hamilton, ABC engineering operations dir., resigns to become chief engineer, Educational TV for the Metropolitan Area, N.Y.

Robert E. Kintner, NBC pres., receives VFW Commander-in-Chief's Gold Medal Award for "outstanding achievements in the field of news & public affairs programming." . . . Thomas E. Ervin, NBC vp & general attorney, named an NBC board member.

Merryle S. (Bud) Rukeyser Jr., from NBC N.Y., named NBC Washington news information dir. . . . Alan Baker promoted to NBC press dept. business & trade publicity mgr. in N.Y. . . . Robert Bollen, ex-WDTV (now KDKA-TV) Pittsburgh & Du Mont Labs, named field engineering supervisor, Visual Electronics, N.Y. . . . Milton D. Friedland, gen. mgr. of WICS Springfield, WCHU Champaign-Urbana & WICD Danville, Ill., named vp of parent Plains TV Corp.

John L. McClay, WJZ-TV Baltimore gen. mgr., named asst. to Pres. Donald McGannon of Westinghouse Bcstg., succeeded by Herbert B. Cahan, ex-program mgr., WBZ-TV Boston. George Moynihan, WBZ-TV producer, assumes program mgr. post. Winthrop P. Baker, ex-WBZ-TV, named WJZ-TV program mgr.

Glen H. Lahman promoted to WJZ-TV Baltimore chief engineer, replacing Ben Wolfe, who moves to similar post at KPIX San Francisco.

Robert M. Weitman, MGM vp for TV production and former ABC & CBS vp, promoted to MGM vp & studio administrator, succeeding Sol Siegel, resigned. . . . George Stevens Jr., Hollywood film producer & dir. and former dir. of *Alfred Hitchcock Presents* & *Peter Gunn* TV series, appointed USIA Motion Picture Service dir., succeeding Turner B. Shelton, transferred to State Dept.

William E. Hegarty, David Ingraham, Denis G. McInerney & J. Bernard Quigley advance to partnerships in law firm of Cahill, Gordon, Reindel & Ohl. . . . Jeff Davis named pub. affairs dir., WOOD-TV & WOOD Grand Rapids.

Herbert N. Maletz, ex-chief counsel, House Anti-trust Subcommittee, appointed a commissioner of U.S. Court of Claims, Washington. Successor is Stuart H. Johnson Jr., formerly with N.Y. law firm of Breed, Abbott & Morgan.

Sheldon Smerling, a dir. of National Telefilm Assoc., elected pres., succeeding Leonard Davis who remains chmn. . . . Donald H. Richards, ex-Advertising Time Sales research & promotion chief, named Blair TV research head.

Leavenworth (Bud) Wheeler promoted to gen. mgr., KIVA Yuma, replacing Roger Van Duzer, appointed mgr. of new KCRL Reno.

William L. Wright, ex-radio WIBG Philadelphia, appointed Storer Bcstg. Co. national radio sales mgr. . . . James W. Frey promoted to general sales mgr., WSAU-TV & WSAU Wausau, Wis. . . . Gene Accas, ex-Grey Advertising programming vp, named network relations vp, Leo Burnett Co.

Federal Communications Bar Assn. elects: pres., Harold Mott, first vp, Donald Beelar; 2nd vp, Thomas Wilson; secy., Warren Baker; asst. secy., Philip Bergson; treas., Marcus Cohn; members of executive committee, Maurice Jansky, Frederick Walton.

New address: Washington law firm, Arent, Fox, Kintner, Plotkin & Kahn, has moved to 1000 Federal Bar Bldg., 1815 H St., N.W. (District 7-8500).

Obituary

Ellis A. Yost, 89, chief examiner of pre-FCC Federal Radio Commission, died Jan. 8 at Takoma Park, Md. Among his more important recommendations to FRC was authorization of 50-kw AM stations. His widow & son survive.

TV is doing very well, considering its youth and enormous demand for program material, according to Benton & Bowles senior vp Lee R. Rich. In speech before Washington Ad Club last week—where head table guests included FCC Comrs. Hyde & Bartley—he called TV "an intellectual haste-land" because of intense pressures for program production. Rich compared today's TV offerings with those of 1950, insisted quality has improved and "our direction is the right one." He said that each group interested in TV has different objectives and that these can be balanced: "The advertiser to seek customers, if he intends to stay in business; the viewer to seek the best TV fare, regardless of whether he defines that to be a Western or Shakespeare; and the govt. to protect its citizens."

FCC & FTC will share space in old nearby *Washington Star* Bldg., leased last week for use by 5 agencies for 5 years. FCC will get 35,000 sq. ft., FTC 20,000.

Submachine guns & pistols stacked in office of Juvenile Delinquency Subcommittee headed by Sen. Dodd (D-Conn.) may figure in upcoming hearings on impact of TV on juvenile delinquency (Vol. 17:36 p2). Subcommittee is getting ready to resume sessions following FCC network hearing which begins Jan. 24. Staffers revealed that miniature arsenal, which includes 45-cal. submachine gun, 32-cal. revolver and "zip-guns," was ordered through mail. Earlier this month, several Hollywood telefilmers, including Screen Gems, Warner Bros. and 20th Century, were subpoenaed by Subcommittee to provide records, prints & scripts.

Some 60,000 Illini have signed petitions urging retention of WCIA's Ch. 3 in Champaign. Huge stack of documents arrived at FCC last week. It's part of steady flow of letters, petitions, resolutions, etc. from thousands of individuals & organizations objecting to the 8 proposed deintermixtures. There's almost no mail from those favoring FCC plan.

Ch. 7 is being shifted back to Calais, Me. from Bangor, FCC concluding that Calais needs its first local vhf service and there's likelihood it will be used, noting that WABI-TV Bangor has already applied for it. Commission decided not to reserve it for ETV, saying that ETV group can compete for it.

Doubled Arbitron sample, to more than 400 homes, is planned by ARB for metropolitan N.Y., completion expected within about a year. ARB Dir. James Seiler said that costs heretofore precluded use of samples larger than 200—but that "a dramatic new technical breakthrough" allows the expansion at reasonable cost, most of which ARB will assume.

West German TV set owners total estimated 6 million, *N.Y. Times* reports. Production in 1961 was held to 1.7 million after 1960 record output of 2.3 million surpassed demand; home sales totaled 1.4 million in both years. Post-war production by end of 1961 reached 9.4 million, of which 20% was exported.

CATV system in Bonham, Tex.—Better TV Inc.—has been sold for $75,000 by Neil Shirley & Charles Johnson, to Vumore Co., subsidiary of RKO-General. It serves 300 subscribers. Broker: Daniels & Assoc.

Franchises for CATV systems in Vincennes, Washington and Lawrenceville, Ind. have been awarded Vincennes U., which also hopes to build a uhf station.

Closed-circuit telecasts of trials from courtroom in Ann Arbor will instruct U. of Mich. law students.

Washington's high-dome Cosmos Club, which invites those noted for intellectual achievement, barred Carl Rowan, Deputy Asst. Secy. of State for Public Affairs, a Negro, and precipitated: Withdrawal of President Kennedy's application by member John K. Galbraith, Ambassador to India, who resigned; resignations of USIA Dir. Edward R. Murrow, Voice of America commentator Raymond Swing, ABC-TV newsman Howard K. Smith. Rowan said he'd make no issue of case.

Biloxi, Miss. Ch. 13 decision, 4½ years old, was reversed last week, after FCC examined case following remand by Court of Appeals. Decision takes CP from WVMI-TV (Radio Associates) and gives it to WLOX Bcstg. Co. Commission decided that WVMI-TV principal Edward Ball has operational control, that new comparison of applicants gives WLOX great relative improvement in local residence, civic participation, broadcast experience, integration of ownership & management. Also granted last week: uncontested Ch. 29 application of Automated Electronics, Dallas.

"Radio . . . The Sound Citizen" is NAB's theme for National Radio Month in May. John M. Couric, NAB public relations mgr., reported that series of musical announcements produced by Scott-Textor Productions, N.Y., will reflect "the soundness of radio's services as well as the good sounds which emanate from radio." All members will get promotion kit.

Rigged TV quiz show winners will be tried, starting Jan. 17, in Special Sessions Court in N.Y. Justice Edward F. Breslin also revoked parole of Charles Van Doren, Neil Wolf and Mrs. Terry Curtis. He ordered trial after Asst. District Attorney Joseph Stone told court it was "time we disposed of this thing." Defendants are charged with lying to grand jury in saying they had received no help on quiz shows. First to be tried will be David Mayer, who won $47,500 on *Twenty-One*.

U.S. TV is "fantastic," according to Yugoslav cultural TV program chief Joseph Grubisic, presently touring this country studying TV techniques. Interviewed on KHOU-TV Houston, he said Yugoslav TV is on air only 5 hours daily, with all commercials in one 15-min. block. Grubisic called French TV "creative," particularly in news & documentaries, Italian TV excellent in entertainment. His U.S. preferences: live dramatic shows & documentaries.

FCC turned down AM stereo again, as expected (Vol. 2:2 p5), denying petitions for reconsideration from Kahn Research and radio KVOO Tulsa.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Beckman Instruments	1961—6 mo. to Dec. 31[1]	$34,500,000	——	$2,000,000	$1.35	1,458,689
	1960—6 mo. to Dec. 31	31,423,505	——	1,586,010	1.15	1,423,363
Walt Disney Productions	1961—year to Sept. 30	70,247,772	$9,787,486	4,465,486	2.75	1,626,023
	1960—year to Oct. 1	46,409,572	(2,642,037)	(1,342,037)[2]	——	1,626,023
General Instrument	1961—9 mo. to Nov. 30	63,605,646[3]	——	938,942	.38	2,482,973
	1960—9 mo. to Nov. 30	57,643,265	——	2,309,717	.93	2,470,460
	1961—qtr. to Nov. 30	23,534,666	——	183,167	.07	2,482,973
	1960—qtr. to Nov. 30	21,991,915	——	1,044,211	.42	2,470,460
Hewlett-Packard	1961—year to Oct. 31	85,590,236	——	5,873,872	.52	10,530,698
	1960—year to Oct. 31	76,809,369	——	4,991,739	.44	10,473,259
Stanley Warner	1961—13 wks. to Nov. 25	35,283,450	2,437,720	1,312,720	.65	2,027,724
	1960—13 wks. to Nov. 25	33,351,153	2,670,615	1,470,615	.73	2,025,374

Notes: [1]Preliminary. [2]After $1.3-million tax credit. [3]Record.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

FM STEREO—BRIGHT NEW MARKET: FM stereo finally is beginning to add to sales & profit of phono consoles—and some time this year mass marketing of stereo table radios will be started by many major manufacturers. This view was expressed by manufacturers at last week's Chicago market and related sideshows.

So far, table stereo units are being sold by GE (at $175), Granco (various 2-piece models) and Zenith ($99.95 "Multiplexer," for use with conventional FM set) among domestic manufacturers. Almost everybody else is now designing some version of table FM stereo, and there are indications most favor approach adopted by GE—one-piece unit with detachable speaker "wings."

Delmonico showed first imported table radio designed specially for FM stereo. It's 26-in.-wide wood-cabinet AM-FM set, looking like bookshelf speaker, which "can be promoted at $79.95." Directional speakers are at either end, with adjustable deflectors.

FM stereo is "brightest segment of the total phonograph picture," NARDA convention was told by Zenith Sales Corp. marketing development mgr. J. D. (Kip) Anger. He urged dealers to get into FM-stereo swim to boost sales of tuners in phono consoles.

Trend already is toward FM-AM tuners in stereo consoles, he pointed out: In 1961, some 55% of all phono consoles sold contained tuners, up from 45% in 1960. He said FM stereo also provided opportunity to increase sales of TV-stereo combos, which in 4th quarter 1961 represented 5.1% of total TV sales.

He urged dealers to set aside money for sponsorship of FM-stereo programming. "Get to know the station manger. Get his literature. Get his card; put it in your window. Mention his call letters in your ads." He said 56 stations are now stereocasting—with total of 3,512 hours weekly in areas representing 60-65% of total phono market. He predicted 194 stereo stations on air by April 1, 225 by June 1, and 260 by year's end.

Note: FM stereo will officially be called "FM stereo" in foreseeable future. EIA's radio & phono sections met last week in Chicago and voted down proposal to standardize on term "multiplex" as recommended by San Francisco's KPEN. Majority view was that new term would create consumer confusion, especially in light of prior use of word to describe storecasting, telephone transmission techniques, etc. Phono section elected Philco's Armin Allen as its chairman, succeeding L. M. Sandwick, who begins today as EIA's staff director for consumer products.

CHICAGO—COLD, COLOR, CONTROVERSY: Those who braved snow, sub-zero temperatures and disruptions in airline schedules to go to Chicago last week for Home Furnishings Market & NARDA convention got in on some of most acrimonious disputes in history of TV business.

Controversies—as anticipated—principally concerned $140 portables, supermarket tape plans. And there were Dutch-uncle talks to industry urging upgrading of sales methods to get larger portion of consumer's spending money. There was excitement over potential of FM stereo, some new products, new warranty plans. These topics are treated elsewhere in this issue.

Even color became controversial again—at one highly charged NARDA session. And it became obvious, in our talks with manufacturers & dealers, that color in its present form will be accepted & pushed by everyone in industry this year—even those who will do so grudgingly for sake of "having full line."

Last 2 major holdouts against color-now are due to offer color sets by fall—Motorola & Westinghouse. Motorola consumer products exec. vp Edward R. Taylor confirmed to us his company will field line of its own-made color sets by fall, even if it has to use RCA tube (which it will). For record, Westinghouse is still non-committal, but 1963 color line seems in the cards—again, for sake of "full line."

Unscheduled bout between 2 dynamic industry leaders with almost opposite viewpoints spiced Mon-

day morning NARDA meeting. At speaker's table were Motorola consumer products exec. vp Edward R. Taylor and RCA Sales Corp. marketing vp Raymond W. Saxon.

Taking offensive on issue of "upgrading industry," Taylor's hard-hitting prepared address accused industry of "succumbing to gimmicks, weak-kneed price selling and lack of creativity & aggressiveness." He said industry has failed to get adequate share of consumer's discretionary dollar, is "taking a licking from smarter promoters and better merchandisers."

Taylor refused to accept 6-million-set plateau theory and stated that good, sound merchandising practices could push annual TV sales to 7-10 million sets, beginning this year. He also challenged concept that industry must swing to low-end portables & table models, away from more profitable consoles. This just isn't so, he said, and public can be sold on higher-priced, better sets by sound, aggressive merchandising techniques.

Then it was Saxon's turn. And speech by RCA's astute marketing chief expressed many opinions diametrically opposed to those of Taylor. RCA forecasts, he said, indicate TV sales "will stick close to the 6-million-set figure for the next 5 years." And what's more, portables will account for increasing percentage of market—at least 58% this year, 65% next year, 72%in 1964, 76% in 1965 and 80% by 1966.

Color TV offers opportunity for stable, high-profit selling, as opposed to $5-&-$10 "cash-&-carry" portable business, Saxon said. He pointed to "transition of color TV to the role of everybody's rich uncle in the short space of a year," citing reports showing distributor-to-dealer sales of RCA color sets 101% ahead of 1960 in 3-week 1961 pre-Christmas period and 51% over 1960 for year as whole.

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Then the action started. In impromptu question period, Taylor arose to compliment RCA & NBC for "really pushing what they believe in." Then he said he had some questions, "as a customer of RCA."

"We like color, we believe in it," said Taylor. "But we didn't go into it because we didn't believe it was right in its present form. The public doesn't believe in it either—because they're staying away from it. We say color sales in 1961 amounted to 175,000 sets. And if anybody wants to dispute this, just say what the figure was.

"As a customer of RCA, let us tell you what we want to buy. We want a 23-in. 110-degree color tube which can be put in a streamlined set which looks as good as a black-&-white set." As to Saxon's prediction for future of black-&-white TV, Taylor snapped: "If 80% of TV is to be portable, the picture looks bleak and I say anyone who believes this ought to get the hell out of the business."

Saxon stood by his percentage-increase figures (RCA's policy bars release of unit sales figures). However, he predicted sales of half-million color sets for 1962 by entire industry. Then he turned to Taylor and cracked: "You'd better hurry up—you'll be all alone."

Up rose NARDA Chairman Mort Farr, big Upper Darby, Pa. retailer. "Thirty percent of my volume is in color TV right now," he said. "In December alone, I sold seventeen $1,500 color combinations. I like that kind of sale—and, believe me, I don't like those $139 portables."

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After debate was cut off by meeting chairman Billy Yates, we talked with Taylor. Will Motorola go color? "Yes," was the reply. "We'll have color this year. We hope it will be with our tube." He conceded, however, that no manufacturer has agreed to produce Motorola-developed 23-in. rectangular color tube, and indication is that RCA tube will have to be used. Taylor added: "Our color set will be Motorola-engineered, designed & produced. We will not buy off the end of RCA's production line. Even though we're going color in the fall, we're not going to drop any black-&-white. I seriously doubt whether color will ever amount to more than 25-30% of TV unit volume. There'll always be room for high-end black-&-white."

As if to underscore Saxon's prediction of 500,000 color sales this year, RCA announced at week's end a $1.5-million expansion of its color picture tube plant at Lancaster, Pa. "to meet an anticipated 250% increase in industry demand this year." RCA tube vp D. Y. Smith said expansion backs up RCA's "confidence in the present shadow-mask color tube."

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NARDA backed up its own confidence in color as hypo for economy in general & TV-appliance dealer in particular with resolution urging advertisers to use color-TV medium. It petitioned ABC & CBS to begin colorcasting. It petitioned FCC to use its power to generate more widespread broadcasting of color. It peti-

tioned Commerce Secy. Hodges to cooperate in urging more color to provide spark of new business which can uplift entire economy.

One more make of color set went on market, meanwhile, as Liberty Music Co. opened sales of Delmonico's $595 color-AM-FM-stereo combo, made by Japan Victor, using RCA tube. Event was launched with full-page ad in Jan. 7 Sunday N.Y. Times.

'ID' GETS MUCH TALK, NO ACTION AT CHICAGO: Tape-register plans were much like weather in frigid Chicago last week. Everybody talked about 'em—but nothing was done. National Appliance & Radio-TV Dealers Assn. came to Winter Mart loaded for bear on ID question, but wound up firing only popgun. After several days of heated discussions, NARDA decided to fall back on previously announced resolution which slapped ID's wrists for being unfair to consumers. Heralded counter-attacking promotion programs failed to materialize.

Chicago convention did clarify this much about tape-register plans: good many dealers are talking out of both sides of their stores. Some of ID's fiercest protesters are really protesting against being left out of what they believe is a sales bonanza. Other dealers are belting tape plans, but believe they must participate to meet competition. Others publicly favor plans and want in. So long as there is this division, especially in NARDA, it seems unlikely that any coordinated counter-attack against tape plans will develop. NARDA's division over tape plans extends to its executive staff as well as throughout membership. Executive committee Chmn. Harry Price, for example described plans as "great," is waiting for opening in his Norfolk, Va. trading area.

Philco's competition is more unified & outspoken than dealers on ID question. At various sessions at Winter Mart last week such statements as these were heard:

RCA Sales Corp. mktg. vp Raymond W. Saxon stressed that "color can't be sold with a can of soup." He told NARDA members: RCA "does not believe that the ID plan, and/or a similar approach through the supermarket, fits our way of business, or for that matter, your way of business."

Motorola consumer products exec. vp Edward R. Taylor differed with Saxon on virtually every other subject during Mart (see p. 7) but joined forces in an attack on ID in his NARDA speech. Said Taylor: "We have completely abdicated preaching the benefits of our products when we allow them to be used as premiums in supermarkets where the selling & merchandising are presided over by grocery clerks."

Perhaps most enlightened remark about Chicago's ID talkathon came unrelatedly from Philco Pres. Charles E. Beck. In Atlanta, to address 450 appliance dealers, he reaffirmed new Philco management's faith in & support of ID program—said free publicity & attention given program were far & away ahead of anything company could have conceived.

Meanwhile, noted economist Leo Cherne reversed his field last week, changed earlier opinions about success of tape plans, forecast Congressional investigation because "there will be abuses." Speaking at Super Market Institute in Bal Harbour, Fla., he had predicted rapid success of tape plans but changed prediction after hearing experiences of various participating supermarkets. "I now take seriously the significant reservations about results many of you have," Cherne said, after telling audience that participating retailers advised him, during coffee break, that they were not getting anticipated gains in volume & customers.

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Philco ID sparkplug Henry E. Bowes last week became latest of Old Guard Philco management to resign, following fast on departure of Robert G. Urban, James M. Skinner and Larry Hardy. Bowes was continued as vp-gen. mgr. of Consumer Products Div. when Ford took over. For more on Bowes, see p. 12.

SO WHAT ELSE IS NEW? Although spotlight was stolen at Chicago winter market by debates over $139 portables and corridor discussions of supermarket tape plans, several new products were shown and couple of warranty policy changes enunciated. To us, these were most significant:

Magnavox, which always makes heavy use of Chicago markets, told its dealers of new extended warranty policies. Its "Gold Seal" warranty (generally on items $249 & up) now covers one full year parts & labor (formerly one year on parts, 90 days on labor). "Silver Seal" warranty (everything else except some portable phonos) covers one year parts, 90 days labor (formerly 90 days parts & labor). New transistorized portable stereo has 2-year parts, one-year labor warranty.

Westinghouse also has new warranty gimmick—to stress reliability of its etched-circuit boards: If

board fails within one year, entire TV set is replaced. Westinghouse's 90-day parts-&-labor warranty on all TV & stereo is continued.

One new picture tube made its debut in Chicago—27-in. 110-degree, replacing 90-degree tube in high-end Magnavox model. Glass for new tube is from Corning. Magnavox will gradually change over all its 27-in. merchandise to new tube, cutting down doghouse in back of set. Among other Magnavox innovations: "Magnalux" electric-eye gadget (photo-sensitive resistor), which adjusts brightness & contrast to room lighting, is now in all sets, including portables, from $189.50 up, except for 23-in. leader table model. Magnavox line, due to new drop-ins, now puts even heavier emphasis on 24- & 27-in. models.

Main innovation in Magnavox phono line is all-transistor 10-watt amplifier, featured in all portable stereo units from $125 up. Magnavox, which is aiming at 45% sales increase in 1962, also announced prices for its annual sale (Feb. 22 through March), including stereo console at $149.50 ($199.50 with AM-FM) and TV combos at $399.50 & $499.50.

One of next to join 27-in. trend will be Muntz, which has one penciled in for June market. Muntz also has re-entered stereo market, now makes own sets at its new Wheeling, Ill. plant, features one portable, 2 consoles.

Westinghouse has put 2 of its unique features into single 19-in. portable—Instant-On & Mobil-Sound —at $219.95. Mobil-Sound permits use of AM radio anywhere in room as remote TV speaker, previously was introduced last June in single $199.95 portable.

Symphonic heralded effort to become important factor in TV when it showed samples (unpriced) of forthcoming TV line utilizing former Hoffman TV chassis. New line will have portable (not the $139 variety), 23-in. upright console, lowboy & 2 combinations—each of latter 3 categories in 3 furniture styles. Furniture models displayed were attractive, tasteful. This new higher-priced line will be in addition to updated version of Symphonic's lower-end line, shown last year.

That Symphonic is serious in its upgrading programming is indicated by large number of new faces in organization—marketing & product development dir. A. R. Baggs, ex-Magnavox & RCA; national service mgr. George Freedman, ex-Decca; new chief engineer, to be announced soon. Symphonic has retained industrial designer Robert W. Hain Associates.

Big splash was made by Motorola with its deluxe Decorator & Designer collection—group of custom-designed TV & stereo furniture pieces to match lines of Drexel, Heritage & Morganton (Vol. 2:1 p7). Group included such items as table models with doors ($400-$475), wall-hanging early American console, hexagonal coffee-table stereo ($600); 19-in. TV in mahogany serving cart ($575), and other items priced up to $1,175. Although display was designed to test dealer reaction, Motorola said reception was so good that at least some of units will be placed on market.

Prices made news in stereo & radio, too. Most major-brand stereo consoles now start at $149.95—and GE was latest to go along with trend, dropping its Westport series $10. GE also introduced U.S.-made 6-transistor radio at $16.95—$3 below previous leader model. At same $16.95 price, GE added 5-transistor horizontal portable and 3-tube clock radio.

PORTABLES—$139 NOW, $99 LATER? Most of industry has adopted official "watchful waiting" policy before trying to match Motorola's 19-in. portable at $139.88. This was obvious from our talks with manufacturers at Chicago mart last week. Although some major set makers—notably Admiral & Westinghouse—have introduced promotional $139 versions of their existing portables, there's general realization that this isn't real answer. Meanwhile, revival of 17-in. as price-leader competition is in works.

Yes, other majors will match Motorola price. But probably not with reductions on existing models. Fact is, stripped-down $160 portable can't be sold profitably at $140. Motorola's set is brand-new circuit, and competitors' labs are working overtime analyzing & testing it. One rather telling quip heard at mart: "Motorola's first run on the new portable is sold out—to other manufacturers."

We don't think battle of portables will end at $139. We know at least 2 major set makers have $99 set as goal—but not 19-in. They're not sure it can be done, but they're exploring simplified circuits and small picture tubes in their "think-small" campaigns (Vol. 2:1-2).

Rumors floating around mart and at NARDA convention last week labeled Motorola set as "import." This isn't true—it's U.S.-made, as we reported 2 weeks ago (Vol. 2:1 p7). More appropriate is label of "United Nations set" pinned on it by one industryite, since it does make use of imported parts (although Motorola says large majority of parts are domestic).

Set has complement of 14 tubes plus U.S.-made picture tube. Only one of circuit tubes is currently

being bought 100% from U.S. manufacturers. Two tubes are being bought exclusively in Holland, where frame-grid tube originated; 2 are purchased exclusively in Japan; remaining 9 have dual supply sources—some of each type being bought in Japan or Holland, some in U.S. Some other components are Japanese—including some, but not all, speakers.

There's no gainsaying that $139 set created stir. Westinghouse last week joined Admiral in offering version of its higher-priced portable which "can be advertised as low as $139.95." It's power-transformer set, no handle or antenna. GE appeared to be teetering for while, then left $159.95 price on its new portable. However, both GE & Sylvania have promotional offer of free stand with $159.95 sets.

Revival of 17-in. is one answer to low-end price competition—but probably temporary one. Emerson last week introduced 17-in. portable listing at $129.88. RCA says its 17-in. portable at $149.95—which has been produced right along—is real big seller which it has no intention of discontinuing. Smaller producers, such as Trav-Ler, have also had continuing success with 17-in. price leaders sold by mass merchandisers as low as $99.95. As matter of fact, it's something of mystery why Philco has just dropped 17-in. from line.

Emerson also has 19-in. "which can be sold almost as low" as $139, Pres. Benjamin Abrams told us last week—apparently referring to newly introduced portable with $158 list. "We're selling all the portables we can make now," he told us, adding that "we may bring out a set with a smaller picture tube." As to 16-in., "we're looking at it, but it can't be produced immediately."

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There's increasing number of sets selling already at around $100 level. In Chicago last week, we took first look at Muntz's 19-in. set at $99.95, which uses only 8 circuit tubes (most of which are GE's multi-purpose Compactrons) and low-drive picture tube. Muntz is ready to go, and vp Jack Simberg said first production run of 5,000 will start in about 4 weeks—and most of all this has already been ordered by big dept. store chain (presumably Allied Purchasing Corp., for its Ambassador label).

Muntz Metropolitan set is pleasing in appearance, with all-plastic cabinet, power transformer. Step-up model, at $114-$119, has handle, antenna & tinted safety glass.

Delmonico's new space in Merchandise Mart drew heavy traffic, nearly everyone stopping to at least chuck cute 8-in. portable under the chin. This Victor set, which lists at $119.95, can be sold with good margin at $100. Exec. vp Herbert Kabat told us he estimates market for 8-in. set at about 200,000 a year. How about other small-screen sets? "We may add a 10-in., but I think 14-in. would be too expensive." He also reported good sales on Delmonico's 19-in. portables, which range from "can be promoted at $99.95" to about $139.95—in fact, "we're back-ordered on all TVs, haven't had one in stock since last July."

Matsushita showed its good-looking 14-in. Panasonic bookshelf TV, with carrying handle & antenna, and put $139.95 list on it. It's expected to be priced normally at around $119, however.

TV-RADIO PRODUCTION: EIA statistics for week ended Jan. 5 (1st week of 1962):

	Dec. 30-Jan. 5	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	81,108	66,775	52,062	81,108	52,062
Total radio	280,636	252,903	201,484	280,636	201,484
auto radio	117,358	105,122	89,080	117,358	89,080

TOPICS & TRENDS

Four makers of TV components, and 2 officials, were among 10 manufacturers & 9 officers indicated by a Dayton, O. grand jury last week on charges of fixing prices for electronic parts. Accused of conspiring to fix prices of soft ferrite cores used in TV sets were Allen-Bradley Co. (and Electronics Div. chief engineer William W. Garstang), Aerovox, Indiana General (and exec. vp John Bouwmeester), and Stackpole Carbon. Justice Dept. noted that the conspiracy began in 1955 and continued until sometime in 1961. Two other indictments cited price-fixing of carbon & metal-film resistors. Indicated: carbon resistors—Aerovox (Hi-Q Div. sales mgr. James M. Krampf & Distributor & Sales Div. vp Charles Golenpaul), International Resistance, Electra Mfg. (vp Richard Burton), Texas Instruments (resistor dept. mgr. Leonard Maquire), Clarostat Mfg. and Dale Products (Pres. George Risk & vp D. P. Greeding). Metal resistors—Electra, International Resistance and Daystrom (vp Wilbert Steinkamp).

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Total of 57 FM stations are now stereocasting, according to our records. In addition to those reported in our table last month (Vol. 1:12 p7) and others reported in Dec. 18 issue (Vol. 1:14 p1), 5 new stations have begun stereo output—KDMI Des Moines (new market), WGPR-FM Detroit (city's 2nd), WFMT Chicago (3rd), KLRO San Diego (2nd) and KWFM Minneapolis (2nd).

BOWES QUITS PHILCO: Latest personnel upheaval at Ford-acquired Philco broke at the weekend with the surprise announcement that Consumer Products Div. vp-gen. mgr. Henry E. Bowes is resigning effective Feb. 1. He will join ITT as govt. relations dir., headquartering in Washington.

Philco Pres. Charles E. Beck announced at the same time a reorganization of the Division "on a management responsibility basis" rather than on product lines to "let our primary managers give equal attention to all of the Division's products." Appointment of Bowes' successor will be made before Feb. 1.

Bowes' bow out follows quickly the departure of 3 other Old Guard Philco executives: consumer products mktg. vp Robert G. Urban (Vol. 1:11 p1), Pres. James M. Skinner Jr. (Vol. 1:13 p7) and longtime consumer products vp-gen. mgr. & shorttime PR vp Larry F. Hardy (Vol. 1:15 p10). Bowes has been with Philco since 1936.

Bowes told us: "I'm leaving for only one reason. I believe I can make more money, and it's a better job. It has nothing to do with the ID program or with the Ford people, who have been wonderful to me." He pointed out that he had been Philco's govt. sales mgr. in Washington 1950-52. "We loved it there," he said, "and didn't want to leave when I was transferred to Philadelphia. This new post with ITT offers wonderful opportunities for me there."

The reorganized Consumer Products Div. will function with 5 all-product management operations—planning, engineering, manufacturing, sales and marketing—reporting to the general manager. Two Ford executives join the Philco consumer products team: F. J. Meredith, formerly manager of Ford's Sandusky parts plant, will be gen. mfg. mgr.; John Pfann, profit analysis mgr. of Ford's Lincoln-Mercury Div., is controller. Other changes in Consumer Products Div. management: Armin Allen, formerly electronic operations mgr., to product planning mgr.; Charles Hakimian, from supervisor of branch sales offices to gen. sales & mktg. mgr.; E. S. Brotzman becomes product engineering dir., was in charge of electronic products manufacturing & engineering. Pfann's appointment is effective immediately, the others Feb. 1.

Trade Personals

Marion E. Pettegrew, Sylvania senior vp since 1958, has been elected pres. of Erie Resistor, succeeding **G. Richard Fryling** who moves to new post of chmn. Changes are effective around Feb. 1. Pettegrew's Sylvania responsibilities included the Home Electronics Div. which recently was absorbed into a new Home & Commercial Electronics Div. (Vol. 2:2 p8), headed by senior vp **George C. Connor** as gen. mgr. Latter has been succeeded as senior vp for mktg. by **Alfred C. Viebranz.**

Gordon L. Fullerton appointed Sylvania vp & Parts Div. gen. mgr., succeeded as picture tube operations gen. mgr. by **Walter A. Weiss**, also advanced to vp. Both report to vp **Merle W. Kremer**, formerly Parts Div. gen. mgr., who also will absorb Weiss's previous post of receiving tube operations gen. mgr.

Samuel M. Boyd, Springfield, Mass., elected National Appliance & Radio-TV Dealers Assn. pres., succeeding **Victor Joerndt.** Other officers: vps **F. Hardy Rickbeil**, Worthington, Minn.; **G. Gilbert Smith**, Fort Lauderdale, Fla.; **Richard V. Finch**, Medford, Ore.; secy. **James Fulford**, Washington, D.C. and treas. **Earl Holst.**

H. A. Shepard named Thompson Ramo Wooldridge pres., succeeding **Dean E. Wooldridge**, resigned. Shepard had been vp-gen. mgr. Wooldridge will continue on boards of TRW & subsidiary Space Technology Labs.

E. S. Groo appointed European operations vp, IBM World Trade Corp., succeeding **Louis Castaldi**, named IBM Italy gen. mgr. . . . **David C. Gabriel** named personnel administration mgr., Sylvania Electronic Systems.

Sidney Sparks & **Edwin W. Peterson** named exec. vp & a dir. and vp-controler respectively, RCA Communications . . . **Edgar A. Williams** elected Electronics Specialty Co. vp.

Dugald Black elected Bendix international operations vp . . . **William F. Gates** elected pres. of Textron's Dalmo Victor Co. Div., maker of microwave systems, other electronic equipment . . . **George C. Isham** named Sylvania product mgr. for picture tubes.

Donald F. Koijane named mktg. dir. of Dynamics Corp. of America subsidiary Radio Engineering Labs. . . . **George Freedman** named Symphonic Electronic national svc. mgr.

Bodie L. Stahlschmidt named to new post of distribution mgr., Admiral Sales Corp., succeeded as Admiral gen. sales mgr. by **Clarence B. Flinn.**

Richard B. Stollmack, Transistor World pres.-gen. mgr., elected pres. of American Radio Importers Assn., succeeding **Samuel Frankel.**

Dr. Thomas A. Longo named research & engineering dir., Sylvania Semiconductor Div. . . . **William H. Hudson** appointed TV product development mgr., Corning Glass.

Obituary

Col. Richard H. Ranger, 72, electronics pioneer who is credited with developing the first transoceanic wireless picture transmitter, died Jan. 10 at Newark, N.J. He was active in radar, magnetic recording; won a 1956 "Oscar" and 1957 Samuel L. Warner Award for invention synchronizing tape & motion pictures. He was with RCA from 1920 to 1930, later founded and was pres. of Rangertone Inc. Up to his recent illness, he was working on an electronic clock for NBC.

Transistor factory sales in October rose to 18,232,530 units from 12,168,632 in Oct. 1960. Dollar value, how[illegible] declined to $24,018,037 from $25,945,195. October represented 1961's 2nd highest monthly volume, toppe[illegible] by September's 19.4 million units. Year-to-date sales [illegible] nearly 52 million units ahead of 1960's Jan.-Oct. pace. Dollar volume, however, was less than $2.5 million ahead Here are EIA's figures:

	1961		1960	
	Units	Dollars	Units	Dollars
January	12,183,931	$22,955,167	9,606,630	$24,714,580
February	13,270,428	25,699,625	9,527,662	[illegible]
March	15,129,273	29,815,291	12,021,506	[illegible]
April	15,072,064	27,388,278	9,891,286	[illegible]
May	15,128,181	25,113,042	9,046,237	[illegible]
June	17,899,005	26,148,746	10,392,412	[illegible]
July	11,227,388	17,506,011	7,070,884	[illegible]
August	17,193,860	25,155,627	9,732,993	22,759,
September	19,386,202	27,220,248	12,973,792	28,442,2.
October	18,232,530	24,018,037	12,168,632	25,945,19
TOTAL	154,407,230	$250,620,519	102,431,984	$248,144,1.

Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. R.*
Allied Radio	Q	$0.08	Feb. 27	Fe.
Ford Motor	Q	.90	Mar. 1	Jan. 30
Gross Telecasting	Q	.40	Feb. 10	Jan. 25
Gross Telecasting "B"	Q	.07½	Feb. 10	Jan. 2[illegible]
Movielab Film Labs "A"	Q	.10	Feb. 1	Jan. [illegible]
Movielab Film Labs "A"	Stk.	5%	Feb. 1	Jan. [illegible]
Sonotone	Q	.07	Mar. 31	Mar. [illegible]
20th Century-Fox	Stk.	2%	Mar. 31	Mar. 8

WEEKLY **Television Digest**

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The authoritative service for executives in all branches of the television arts & industries

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Broadcast

STIRRINGS IN ALLOCATIONS POT: Delay in comments granted, Harris promises hearings, Allott opposes uhf, FCC answers request for more background on allocations criteria (p. 1).

HOUSE HEARINGS TO REMAIN DARK, Speaker McCormack retaining old Rayburn ban after appeal by Rep. Meader (R-Mich.). Industry deplores ruling (p. 2).

COURT HEARS FREEDOM-OF-SPEECH ARGUMENT in Suburban Bcstrs. "seek-out-needs" case testing FCC authority (p. 3).

NAB EDITORIAL CONFAB JELLING, Marion Folsom and George Ball added speakers. Sessions include "how to do it" and briefings on national & international issues (p. 2).

Consumer Electronics

COLOR TUBE OUTPUT explored by Zenith's Rauland, which could become welcome 2nd source for industry. Tooling could take 2 years. Rectangular tube seen for future (p. 7).

ANTENNA BUSINESS IS HUMMING & growing, major manufacturers tell us. They see sales gains developing from color TV, FM stereo, electronic antennas, better merchandising. Five firms report 1961 sales gains ranging up to 50% (p. 7).

STEREO TABLE RADIOS begin to move. Granco says demand for its $99.95 unit has outpaced 3 production runs. One out of 3 purchasers of low-end Granco sets buys stereo (p. 9).

JERROLD BUYS PILOT, veering increasingly to consumer-products field and becoming one of largest component hi-fi makers in industry (p. 10).

PHILCO 'QUIT PARADE' CONTINUES: Frederick D. Ogilby & Robert J. Theis are latest to leave as Ford reshapes consumer products operation (p. 11).

NOV. PRODUCTION FIGURES reveal surge in FM table models & uhf-equipped TV sets (p. 12).

WE'VE MOVED

Needing more space, we've shifted headquarters to 911 13th St., N.W., Washington 5, D.C. Please change your records accordingly—and ask your public relations dept. to readdress all Washington-directed releases. Phone same: Sterling 3-1755.

STIRRINGS IN ALLOCATIONS POT: Allocations picture continues to warm up. Stuck with enormous chore, Assn. of Federal Communications Consulting Engineers and others late last week persuaded FCC to give them 2 more weeks to prepare comments—shifting deadline from Feb. 5 to Feb. 19, reply comments deadline to March 23.

Chmn. Harris (D-Ark.), House Commerce Committee, said he'd schedule hearings on anti-deintermix-[illegible], dates not yet set, after discussing bills with Rep. Mack (D-Ill.) and Ill. State Auditor Michael J. Howlett. [illegible]o-chmn. of Ill. Maximum Coverage TV Committee, fighting deintermixture.

Sen. Allott (R-Colo.) sent word to FCC that he's against any move to uhf, particularly because uhf signals might not reach the 208 boosters which relay signals in Colo. He said deintermixture, etc. is premature because FCC's N.Y. uhf experiment is still under way and all-channel-set legislation is yet to be considered by Congress.

Request for more information from FCC, by AMST and others seeking technical & economic bases for allocations proposals, was answered by Commission last week with limited amount of information, as anticipated (Vol. 2:3 p4).

AMST asked for channel numbers of uhf frequencies to be pooled and held in reserve for ETV and vhfs which might be shifted. Commission replied that it's exploring various methods. It said it recognizes that if assignments are made solely on basis of demand that it "can lead to devastating inefficiencies unless some guidance can be provided." Commission noted, for example, that if 12 uhfs are given to one city, only

4 others may be assigned to other cities between 20 & 55 miles away. However, if the city gets 10, 15 may be given to cities between 20 & 55 miles away.

"The efficacy of a plan," FCC said, "to make assignments in particular areas from specific groups of channels will probably require the establishment of a somewhat flexible grid by designating certain key cities or areas in which particular groups may be used."

Commission told how it measured service losses for deintermixture cases. For vhfs, it used Grade B contour, employing F(50,50) charts in rules, plus actual ERP & antenna height. For uhfs, 500 kw and 750-ft. height were assumed. Field strength charts from "Appendix A," which was issued in 1956 then withdrawn, were employed. It was assumed such uhf stations provide acceptable service for 50% of locations 90% of time out to 40 miles.

Commission said that ARB survey of viewing habits showed the area between Grade B contours of an assumed uhf station and an existing vhf station is generally served by other stations.

As for other data sought, FCC said, some is available in Commission files and some requests are "fruitlessly contentious."

HOUSE HEARINGS TO REMAIN DARK: Latest round in efforts to introduce TV into House committee hearings failed last week when Speaker McCormack upheld ban imposed by late Speaker Rayburn in 1952.

Hopes that new Speaker might reverse old freeze and allow coverage of hearings for first time since 83rd Congress were killed when McCormack ruled sessions would remain closed to broadcasters "until such time as the House by its own action in amending the rules provides for a different method of proceeding."

This would be very difficult. Rules Committee has been against it. Resolution introduced last year (Vol. 17:9 p11) by Rep. Meader (R-Mich.) to permit individual committee chairman to determine whether TV coverage would be allowed during their hearings was defeated by 8-6 party-line vote, all 8 Democrats supporting Rayburn. House seldom bypasses Rules Committee.

Some believe that McCormack's retention of old Rayburn edict was result of poor timing by proponents of TV & radio. McCormack in past has expressed sympathy for idea of TV in House but apparently wanted to avoid giving impression of reversing the revered Rayburn, whose opposition to hearing broadcasts was extremely strong.

Meader delivered vigorous appeal in long floor speech last week, pleading for public's right to watch Congress in action. After McCormack's ruling he told us: "I don't know how long they can continue to block this thing," but he indicated someone else would have to pick up ball now. "There's only so much I can do from this side of the aisle," the Mich. Republican added.

NAB's Freedom of Information Committee Chmn. Frank P. Fogarty called McCormack action "a great disappointment," plans to continue battling to crack House shell. G. Bennett Larson, producer of new TV series "U.S. Hearing Highlights," weekly coverage of govt. sessions, deplored "the one vital informational gap" remaining in coverage of important hearings. He urged House reconsideration.

NAB EDITORIAL CONFAB JELLING: NAB reports fast-growing response to its plans for its March 1-2 conference on public affairs & editorializing (Vol. 2:2 p3). Industry affairs vp Howard Bell said ceiling on registration is 400, and he expects full house. NAB Pres. Collins said last week:

"I believe this will prove one of the most significant meetings ever held by broadcasters. There is a tremendous need for competent leadership in public opinion in our communities by broadcasters. This session will show why and how it can be met. I am heartened by the very fine advance response."

Marion B. Folsom, former Secretary of HEW, and George W. Ball, Undersecretary of State, have been added to speaker list which includes Secretary of State Rusk and FCC Chmn. Minow. Possible additional speakers are Attorney General Robert Kennedy and USIA Dir. Edward R. Murrow.

Dove-tailed with conference is annual meeting of state broadcaster associations Feb. 28-March 1. Sen. Pastore (D-R.I.), chmn. of Commerce Communications Subcommittee, speaks at state group's Feb. 28 luncheon.

Speaking of his hopes for editorial conference, Bell said last week: "To achieve the prestige that publishers have in their communities, broadcasters need to offer editorials and public affairs programs.

"We're worried about irresponsible editorializing. You can't do it off the top of your head. You need capable people to research, and so forth. We aren't limiting the attendance to top management. The news people are invited. We've asked the Radio-TV News Directors Assn. to participate.

"We'll stress: (1) The workshop angle—tracing the development of editorials, how it's done. (2) A view of community problems. (3) The Washington view."

COURT HEARS FREEDOM-OF-SPEECH ARGUMENT: Potential legal landmark in old battle over FCC's authority to consider programming, "Suburban" case was argued last week before Appeals Court Judges Bastian, Bazelon and Burger.

Case involves FM application of Suburban Bcstrs. for Elizabeth, N.J. FCC denied application on grounds principals had done nothing to show they'd studied program needs of area. In fact, they proposed same schedule they had for other cities (Vol. 17:27 p1).

Suburban's attorney Robert Heald argued that FCC ruling violated "no censorship" provision of Communications Act and First Amendment guarantees on freedom of speech. He insisted that FCC had exercised "previous scrutiny" of programs—i.e., censorship—hadn't merely asked for "seek-out-needs" showing. Furthermore, he asserted applicant was unfairly caught off balance by new FCC requirement—that Commission had never asked for "needs" study before.

Heald said that Commission could judge only applicants' legal, technical and financial qualifications. In response to question from bench, he said FCC had no jurisdiction even if station broadcast "lady wrestlers" all day.

FCC's Daniel Ohlbaum cited many judicial rulings, including those of U.S. Supreme Court, to support argument that Commission does have authority to consider programming from "public interest" standpoint.

Judges were extremely interested in this fundamental case, congratulated attorneys for presenting issues clearly. If anything can be deduced from judges' questions, observers were inclined to think court will accept FCC view. Whichever way decision goes, appeal to Supreme Court is expected.

CURRENT CAPSULES

FCC juggled dates for network program hearing last week, changing because of network witnesses' desire to work on man-orbit space shoot. With launch changed to Jan. 24, Commission shifted start of hearing back to Jan. 23. If shoot goes off as scheduled, it's assumed no session will be held Jan. 24—but Commission didn't spell that out. Press briefing by Chmn. Minow is set for Jan. 22.

CBS leads off with Pres. Frank Stanton. Other CBS witnesses: James Aubrey, Richard Salant, Oscar Katz, Michael Dann, Guy della Cioppa, William Hylan, W. Spencer Harrison, William Lodge, Joseph Ream, Jay Eliasberg. NBC Chmn. Robert Sarnoff, due to testify starting Jan. 29, will have with him: David Adams, Walter Scott, William McAndrew, Hugh Beville, Mort Werner, James Stabile, Thomas Knode, Carl Watson. With ABC-TV Pres. Oliver Treyz, beginning Feb. 5: Tom Moore, Everett Erlick, James Hagerty, Robert Coe, Grace Johnson.

Because of hearings, Commission has set regular agenda meetings for Jan. 31 & Feb. 6. Dean Roscoe Barrow, Cincinnati U. Law School, who headed network study, will be on hand as consultant. FCC spokesman termed "erroneous" the report that another consultant would be C. Terence Clyne, ex-McCann-Erickson chmn.

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FCC sharpens queries: (1) "Good faith" of 2 applicants in Ark. AM hearing was questioned when Commission enlarged hearing issues to explore whether Smackover Radio, seeking new station in Smackover, and KVMA Magnolia, seeking higher power, were really trying to block application of Ouachita Valley Radio in Camden. Comr. Cross dissented. (2) Louisville AM applicant Mainliner Bcstrs. was asked to show, in its comparative hearing, what efforts it has made to determine broadcast needs of its market. No dissenters. (3) Radio KARY Prosser, Wash. was given equivalent of one-year license (remainder of current license period) for failure to program in 3 categories it had previously proposed. Comrs. Hyde & Craven dissented.

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Finale, presumably, to one of broadcasting's darkest periods—1959 quiz scandals—came last week when 10 quiz winners pleaded guilty to perjury and received suspended sentences. Justice Edward F. Breslin of N.Y. Special Sessions Court told Charles Van Doren—best known of group: "I see in your eyes as I've seen in the eyes of others who have pleaded in this investigation how humiliated and contrite you are and they were. This is your first offense and you are entitled to a chance."

Big savings in video-tape costs & storage space are heralded by RCA development which permits recording at half former speed without loss of information. RCA has devised new recording head which covers lateral track only 5 mils wide, as compared with present 10 mils, making possible reduction of tape speed from 15 to 7½ inches per second.

Accessory to convert RCA's broadcast & closed-circuit TV tape recorders to 2-speed operation will be available in May at about $3,500. It permits recording & playback at both new & old speeds—for maximum interchangeability of tapes. Conversion kit consists of new headwheel panel assembly, 2-speed capstan motor and modified circuits.

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Increasing sponsorship of public affairs & "hard news" programming was described as "the quiet revolution in TV today" by vp Don Durgin, NBC TV network sales, in Jan. 17 address to Cincinnati Advertisers Club. He cited this evidence: Approximately 50 of NBC News' 61 "actuality" specials scheduled between Oct. & May are sponsored, more than 40 of them on single sponsor basis to more than dozen advertisers. Actuality specials have been sold to more than 20 advertisers, most of whom use shows for product commercials rather than institutional messages, which once constituted bulk of public-affairs sponsorship. In addition, all regular NBC TV news shows are sponsored.

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Double billing investigators in Washington (Vol. 2:3 p1) are scrutinizing 2 radio stations in middle-sized Eastern city; one reportedly settled for $7,500 with insurance-company sponsor which threatened to sue after discovering it had been billed $8 for $4 spots for a year.

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Republic Corp. will proceed with plans to acquire America Corp. in wake of federal court rejection of Justice Dept. request for a preliminary injunction to bar proposed acquisition. Govt. opposes merger because it would give Republic 40% of market for processing TV & motion picture film.

Personals

Merle Worster, ABC Eastern div. engineering dept. mgr. of TV operations, promoted to network TV technical operations dir. . . . **Willis C. Beecher**, Washington consulting engineer, moves to Trans Lux Bldg., phone remaining 393-5621.

Jerry Danford promoted to gen. sales mgr., WCBS-TV N.Y., succeeding **Norman Walt Jr.**, recently appointed vp & gen. mgr., Bud Hirsch moves up to asst. gen. sales mgr. . . . **Gene Walsh** promoted to NBC press dept. asst. trade news editor.

Anthony M. Hennig, ex-Sports Network vp & former NBC-TV Live Operations dir., named Intercontinental TV vp in charge of N.Y. office . . . **Lon King**, Peters, Griffin, Woodward TV promotion & research dir., elected vp . . . **Richard S. Burdick**, gen. mgr. of educational WHYY-TV (Ch. 31) & WHYY (FM) Philadelphia, named exec. vp of WHYY Inc.

John Sias appointed Westinghouse Bcstg. national TV sales mgr. . . . **Russell W. McCorkle** ex-KDKA-TV & KDKA Pittsburgh bus. mgr., promoted to Westinghouse Bcstg. management development dir., N.Y.

William F. Miller leaves CBS N.Y. office to become sales mgr. of new CBS TV Stations National Sales office in St. Louis in KMOX-TV offices, 12th & Cole Sts. . . . **Joseph P. Cuff** promoted to sales vp, Robert E. Eastman & Co. radio reps . . . **John Croft** promoted to WFBM-TV Indianapolis local sales mgr.

Roger W. Clipp, Triangle stations vp, receives Temple U.'s Russell H. Conwell award, given annually for contribution by non-alumnus . . . **Roy M. Starks**, ex-WEEK-TV & WMBD-TV Peoria and WSIV Pekin, Ill., named WREX-TV Rockford, Ill. news dir. replacing **Charles Cremer**, who assumes similar post at WTHI Terre Haute.

Leroy E. Kilpatrick, ex-WSAZ Inc. Huntington, named Visual Electronics broadcast account supervisor for Ark., Ky., Tenn., part of Mo. . . . **Jack I. Moss**, free-lance audio-visual presentation writer, forms Jack I. Moss Inc., sales promotion & training consulting firm, 19 W. 44th St., N.Y. . . . **John C. Scully**, ex-Washington AT&T news mgr., named P. Ballantine & Sons PR mgr.

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Ralph N. Harmon, Westinghouse Bcstg. engineering vp, gets NAB annual Engineering Achievement Award at convention in Chicago April 4. One of industry's most energetic and genial engineering leaders, he joined Westinghouse in 1928, has participated in countless industry projects, contributed heavily to the literature. He was selected by subcommittee under NAB engineering mgr. George W. Bartlett, including Jack Petrik, KETV Omaha; W. S. Duttera, NBC; W. B. Honeycutt, KRLD-TV Dallas.

"Problems of Mass Communications" session at meeting of Assn. of School Administration in Atlantic City Feb. 21 will feature addresses by FCC Comr. Frederick Ford and Gilbert Seldes, dean of U. of Pa. Annenberg School of Communications. Columnist Drew Pearson will moderate.

On-job TV training for Northwestern U. broadcasting majors has been inaugurated by WBBM-TV Chicago. Three-month programs will include assignments in production, film, operations & public affairs.

Rep. John Flynt (D-Ga.) shifts from Commerce to Appropriations Committee, succeeded by Rep. Horace R. Kornegay (D-N.C.) from Greensboro.

Dave Garroway has been elected chairman of Music Industry Promotions Inc., publisher of *FM Listener's Guide*, in which he has "substantial" interest.

CBC has joined TvB of Canada, bringing membership to 42 stations & reps in addition to CBC networks.

Latin American good-neighbor tour arranged by NAB, running Feb. 3-25, will cover Mexico City, Lima, Santiago, Buenos Aires, Montevideo, Rio de Janeiro, Brasilia. Tour returns visit of Inter-American Assn. of Bcstrs. last year. Travelers: Herbert E. Evans, Peoples Bcstg. Corp., Columbus, O., NAB rep to IAAB; Mr. & Mrs. Howard H. Bell, NAB vp; Mr. & Mrs. George C. Hatch, KALL Salt Lake City; Willard Schroeder, WOOD Grand Rapids; Robert T. Mason, WMRN Marion, O.; Mr. & Mrs. Daniel W. Kops, WAVZ New Haven; Mr. & Mrs. Worth Kramer, WJRT Flint; Mr. & Mrs. Philip G. Lasky, Westinghouse; Mr. & Mrs. Thad M. Sandstrom, WIBW Topeka; Mr. & Mrs. John E. Fetzer, Fetzer Bcstg.; Mr. & Mrs. Robert W. Ferguson, WTRF-TV Wheeling; Mr. & Mrs. D. L. Provost, Hearst Corp.; Mr. & Mrs. N. Wilbur Kidd, WAYB Waynesboro, Va.; Mr. & Mrs. Rex G. Howell, Howell stations; Mrs. Helen S. Duhamel, Duhamel stations; Mr. & Mrs. Kenneth R. Giddens, WKRC-TV Mobile.

Satellite Communications Corp. capitalized at $500 million is proposed in bill (HR-9696) introduced by Rep. George Miller (D-Cal.). It would amend National Aeronautics & Space Act to provide for privately-owned corporation to develop U.S. portion of a satellite communications system. Financing would be by stock issue of 5,000 shares at $100,000 each to firms authorized by FCC. NASA would provide rocket boosters and allied equipment as well as technical advice. Bill is identical to one introduced by Sen. Kerr (D-Okla.) in Nov.

WTSP-TV Inc. won Ch. 10 Tampa-St. Petersburg in final FCC decision last week, Commission agreeing with examiner's recommendation (Vol. 17:6 p13). Comrs. Bartley & Minow dissented, would have given channel to City of St. Petersburg which operates WSUN-TV (Ch. 38). Comr. Lee concurred in decision, said that municipalities and non-profit organizations have unfair advantage over commercial operators who must show profit. Comrs. Hyde & Ford didn't participate.

CP for common carrier microwave in 7050-7075 mc was granted under waiver of rules to 5 Idaho stations, enabling them to received the 3 Salt Lake stations. Normally, bands are reserved to regular common carriers for TV STL's & remotes. Action shows that Commission is eager to help out-of-the-way stations. Microwave will be used by KTVB & KOBI-TV Boise, KIFI-TV & KID-TV Idaho Falls, KLIX-TV Twin Falls.

Winners of 4th annual NBC Promotion Mgrs. Awards Campaign for local station support of 1961-62 TV program schedule are Caley Augustine, WIIC Pittsburgh, in "over $700 rate" category, and James Knight, WTRF-TV Wheeling, in "under $700 rate." Winners & 4 runners-up will receive one-week trips to Hollywood & Las Vegas.

Closing of USIA information center in Bilbao, Spain, for budgetary reasons was attacked in House by Rep. Bob Wilson (R-Cal.). He said USIA activities should be expanded rather than cut back, particularly in areas such as Bilbao which receive large doses of Spanish-language propaganda broadcast from behind Iron Curtain.

No govt. control of TV programming is desire of 83% of 12,000 residents of Minnesota's 3rd Congressional District, according to opinion poll conducted under direction of Rep. Clark MacGregor (R-Mich.). Of remainder, 12.8% voted for controls, 4.1% didn't respond.

WLBW-TV (Ch. 10) Miami has asked FCC for extension of its operating authority from Feb. 20 to May 21, told Commission it plans to build 1,049-ft. tower, has FAA clearance. It holds CP for 927-ft. structure.

Second vhf channel for Erie, sought by WSEE (Ch. 25), has been denied by FCC.

FCC budget for next fiscal year, submitted by President last week, is $13.1 million, including $408,000 for N.Y. uhf project—compared with $13,648,000 last year, including $1,140,000 for project. Technical research would go from $817,000 to $829,000; broadcast from $2,944,000 to $2,987,000; safety & special, $1,385,000 to $1,451,000; field engineering & monitoring from $3,597,000 to $3,946,000; common carrier from $1,407,000 to $1,544,000; executive, staff and service $2,358,000 to $2,343,000. U.S. Information Agency seeks $125,500,000, compared with $111,487,000 last year. Its broadcasting service would go from $20,206,000 to $23,056,000, TV from $2,043,000 to $3,783,000. FTC would go from $10,221,000 to $11,845,000.

International TV Festival at Monte Carlo gave top award for "exceptional achievement" to U.S. entry, *Casals Master Class*, produced by National Educational TV Center. Other "Gold Nymph" awards went to: U.S., NBC's *Shari Lewis Show*, best variety; USSR, best drama; Czechoslovakia, best comedy; Japan, best children's show; Hungary, best scenario; France, best cultural-scientific-historical program; USSR, best actor. NTA-David Susskind's *Play of the Week* production "Black Monday" took first special mention.

A 2-hour closed-circuit TV program, "The American Pageant of the Arts," will be televised next fall to raise funds for a National Cultural Center in Washington. Roger L. Stevens, chmn. of board of trustees of the Center, announced from White House that top theater, opera, dancing & musical stars have offered to participate. Program will be televised in 20 cities, proceeds to be shared 50-50 between Center and local cultural groups which aid in project.

Business Ethics Advisory Council of Commerce Dept. announced long-range program to help business speed improvement of ethical performance. Council's first report, "A Statement on Business Ethics and a Call to Action," covers compliance with law, conflicts of interest, entertainment, gifts & expenses, customers & suppliers, social responsibilities. BEAC also announced it's developing trade-wide & company-wide codes and standards.

NAB has attacked FCC proposal to make FM band (88-108 mc) available for low-power telemetering devices & wireless microphones. In brief filed with Commission, NAB warned of potential interference to FM operations, claimed sufficient space exists in Industrial, Scientific & Medical (ISM) band for telemetering, and in 10-490 kc, 510-1600 kc & 26.97-27.27 mc bands for wireless microphones.

All 4 New Orleans stations—3 commercial, one ETV—offered same program Sun. Jan. 14, an open-ended "Election Forum" starting 10:30 p.m. Five of 6 District Attorney candidates answered questions from station news directors. Similar arrangement for mayoralty candidates was scheduled for Jan. 21. Elections are Jan. 27.

Filibuster against ETV system for state ended when S.C. State Rep. A. W. (Red) Bethea collapsed from exhaustion following 7½ hour speech. House defeated Bethea's amendment which sought to kill entire ETV program. He's campaigning for Democratic nomination for governor in June primary.

NLRB denied motion of reconsideration filed by radio WCKY Cincinnati in dispute with AFTRA. Board reversed itself late last year and ruled union didn't violate Labor Relations Act in letter it sent accidentally to members warning them not to make transcriptions to be broadcast on WCKY.

Ch. 10 Sault Ste. Marie, Mich. has been granted to Fetzer TV Inc. (WWTV Cadillac, et al.).

Five were killed when private plane crashed into 450-ft. CATV tower in Chippewa Falls, Wis., which State Aeronautics Commission has been seeking to have shortened because of hazards to instrument flying. Plane owned by meat packing firm hit Chippewa Cable Co. tower in fog. Suit brought against company by Commission in 1960 is pending in State Supreme Court. Since 1950, 19 TV tower-plane crashes have occurred, 16 fatal, involving 5 TV & 14 radio towers.

TV tour of White House, conducted by Mrs. Kennedy, will be televised by CBS & NBC 10 p.m. Feb. 14, by ABC 7:30 p.m. Feb. 16. White House asked producer CBS to make film available to other networks after NBC Pres. Robert Kintner told Presidential news secy. Pierre Salinger he thought broadcasts from executive mansion traditionally were handled on pool basis. Kintner pointed out that similar NBC production in 1952 had been offered to other networks.

Spectacular telecast from Thor booster rocket may provide answers to explosion of 135-ft. "Echo" space balloon shortly after launching last week. Observers called pictures among best ever sent from a space vehicle. Balloon was launched from Cape Canaveral on intended sub-orbital flight to test techniques & materials for improved communications satellite.

President Kennedy's interview with Soviet newspaper *Isvestia* was the most important step in field of international communications in 1961, according to White House news secy. Pierre Salinger. He also told the Washington Ad Club that Kennedy-Nixon TV debates were the most important "significant advance" in politics, said the most "alarming" trend in communications was increasing shutdowns of newspapers.

Biscayne TV Corp. (WCKT & WCKR Miami) was within rights in firing 3 news cameramen & demoting 4th, NLRB examiner ruled in supplemental report. Board previously ruled that the 4 were entitled to reinstatement and back pay after being laid off for economic reasons. U.S. Court of Appeals modified Board's decision, remanded case for rehearing.

Third CATV sale in first 2 weeks of Jan. was announced by Daniels & Assoc., which sold Aztec Community TV Inc., Aztec, N.M., to Televents of N.M. for $136,000. System, which serves approximately 1,000 subscribers, will be managed by Daniels' subsidiary Systems Management Co. Televents is headed by H. J. Griffith, Frontier Theatres, Dallas.

Doubts about airborne ETV—in terms of cost, flexibility, spectrum conservation, time-zone difficulties, etc.—are being expressed by one Lloyd Morris, Elmwood Park, Ill., who has been campaigning in favor of ground-based systems. A school board member, he has been barraging ETV groups with analyses of air & ground systems—copies available from him at 2947 N. 78th Court.

FBI will star in one-hour TV "special" produced by Warner Bros. It will be one of most expensive TV shows ever produced, according to WB Pres. Jack L. Warner, may be released to foreign theatres after TV showings here.

Texas AFL-CIO Pres. Hank Brown offered to pay cost of TV or radio debates between candidates in runoff Congressional elections in 13th & 4th districts, "to help voters become better informed."

No bull: John B. Walton acquires 32% of radio KVKM Monahans, Tex. from his mother for "25 head of white-faced Hereford cows," according to transfer application filed with FCC.

FCC's 27th annual report is available from Govt. Printing Office at 45¢.

International TV Symposium in Montreux, Switzerland, April 30-May 4, will "stress the contribution of TV towards world understanding and the way in which technical improvements will further this object," according to sponsor, International Telecommunications Union. Last year's symposium attracted several U.S. exhibitors—including Ampex, Austin, Corning, Eraser Co., MCA, Raytheon, RCA, Telechrome, Temco—and featured papers by top American technical experts (Vol. 17:28 p13). More information available from: Second International TV Symposium Committee, Box 97, Montreux.

Another commercial British TV network and an ETV network have been recommended by Independent TV Authority to Pilkington Committee, the group studying future of British broadcasting. ITA, which controls country's commercial network, said advertising income can support 2nd commercial network—but not a 3rd. It estimated cost of operating another commercial network at $112 million annually, said that ETV network couldn't be completely self-supporting. ITA also asserted that program quality has risen since commercial TV started in 1955.

Canadian policies & regulations affecting political & controversial broadcasts, effective Jan. 1, are available in text form from Board of Broadcast Governors, 48 Rideau St., Ottawa. Report covers campaigns, elections, sale or gift of time, fairness, etc.

Taiwan's first commercial TV network is expected to begin operations early this year. Representatives of Taiwan TV Corp. and 4 Japanese firms—Nippon Denki, Hitachi, Toshiba and Fuji—signed contract calling for $75,000 each from the Japanese companies and $450,000 from local govt. and private interests.

British TV ad revenues topped all other media in 1960, Institute of Practitioners in Advertising reports. Total was $868,280,000, up $140 million from 1959. TV revenues were $224 million, up $56 million.

VOA's new mid-Africa relay station near Monrovia, Liberia will be built by Page Communications Engineers, Washington, which submitted low bid of $7,373,000. Station equipment will include six 250-kw & two 50-kw transmitters. Total cost of facility will be $13,867,000.

"Forensic Engineering" titles article in Jan. *Broadcast Engineering* magazine, by Washington attorney Quayle B. Smith, describing basic functions of engineers & attorneys in preparing & prosecuting AM applications. Copies available from magazine, 1014 Wyandotte St., Kansas City, Mo.

Sale of WEAU-TV Eau Claire for $2.1 million cash to *Appleton Post-Crescent*, Appleton, from Central Bcstg. (Morgan-Murphy group) negotiated Jan. 19. Broker: Blackburn & Co.

Sale of KXLY-TV Spokane for $2.6 million to Spokane TV, KXLY-AM-FM for $650,000 to Spokane Radio—both owned by Morgan Murphy interests—has been approved by FCC.

Ch. 14 for Newark is sought by New Jersey TV Bcstg. Corp., headed by Ed Cooperstein, ex-WNTA-TV N.Y. Petition contests that of Bartell Bcstrs., which asks Ch. 14 for N.Y.

WLWI Indianapolis lost again in effort to keep Ch. 13, FCC last week telling staff to draft decision denying Crosley's petition for reconsideration of decision giving channel to WIBC (Vol. 1:8 p4).

Sacramento's 1,549-ft. tower, owned by KXTV, KOVR & KCRA-TV, went into operation last week. One of 5 tallest man-made structures in world, it cost $1.5 million.

Reservation of Ch. 30 for ETV in Corning-Elmira, N.Y. is proposed by FCC.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

RAULAND STUDIES COLOR TUBE OUTPUT: Second source of color picture tubes for TV industry may be Zenith's Rauland Corp. It's open secret that Rauland has been pricing color tube production recently.

We queried Rauland vp-gen. mgr. W. E. Phillips late last week. "We haven't really decided yet," he replied, "and we certainly haven't announced any plans to go into color tube production. Nevertheless, we feel that color is pretty hot right now, but we want to get a little more feel of the market. You can put us down as 'cautiously optimistic;' it's quite likely we'll do something fairly soon."

After decision is made, it would take 18 months to 2 years to get into mass production of color tubes, said Phillips. He feels it would take this long for anybody to get into production, because—aside from RCA—he says "no one in the industry now has facilities for color tube production."

As 2nd biggest producer of color TV, Zenith—which has estimated its 1962 color output & sales at 100,000 sets—is logical candidate to be color-tube maker. It must be somewhat galling to Zenith to have to buy color tubes from RCA. Zenith's Rauland has long been developing and experimenting with various types of color tubes. Of course, 2nd supply source for color tubes would be welcomed by entire industry and provide more stimulation for color; nobody likes to be dependent on single source for anything. RCA recently announced $1.5-million expansion of its Lancaster, Pa. color tube plant (Vol. 2:3 p8).

Sylvania, which produced color tubes in mid-1950s, says it still hasn't decided whether to set up for production again.

Would Rauland produce 21-in. round shadow-mask tubes if it went into color business? Too early to say, replied Phillips. "However, I do feel that the 90-degree rectangular tube is coming." It's evolutionary process, he explained, and time of changeover to any size or shape may well be determined by level of demand for color tubes in 1962. Public acceptance of color—and high sales rate—would provide biggest incentive to progress into new forms.

ANTENNA BUSINESS IS HUMMING & GROWING: Sales & profits are climbing in rarely-heard-from antenna industry, and prospects & trends already in view presage years of rising business & prosperity ahead. That's summation of views of industry leaders with whom we spoke last week.

Last year was good one for makers of TV & FM receiving antennas. Five manufacturers we spoke with reported 1961-over-1960 sales gains ranging up to more than 50%. Three had sizable profit gains. One ran "slightly behind" but did so largely because of costly changeovers in operating methods.

This year is virtually a shoo-in to be better, by far. They forecast sales gains of up to more than 50%. Boom in 1962 and years ahead will stem largely from 4 major factors:

(1) Color TV, all agree, is catching hold, and most already note decided pickup in demand for quality antennas for color reception.

(2) FM & FM stereo have really set antenna people on fire. JFD sales vp Edward Finkel, for example, talks about FM stereo's "exciting potential," said 1961 FM antenna sales shot ahead some 200-300% over JFD's 1960 volume. Channel Master vp Harold Harris told us FM antenna sales jumped 50% in 1961. "This is a field we're watching very closely," he said. Within a month, Channel Master will introduce a new line of FM antennas aimed specifically at stereo market.

(3) Electronic antennas are coming thing, say those manufacturers already making them. Winegard, for example, attributes much of its 52% sales surge in 1961 to introduction of such new products as its Powertron electronic antenna, and sales mgr. Robert M. Fleming says sales show clearly that public wants and

will pay for quality antennas. Growth of multiple-set TV homes will increase demand for electronic antennas, he said, and Winegard, looking ahead, has just completed new production plant which doubles capacity for power amplifiers and other products & accessories for distribution systems. Channel Master's Harris also told us CM's antenna-mounted transistorized booster "is moving very nicely." JFD's Finkel declared electronic antennas have "tremendous potential," represent "a kind of master antenna system for multiple-set homes which is especially valuable in suburban & fringe areas." JFD calls its transistorized electronic antenna "Transistenna." One dissident vote in this area was cast by Mary Lee, asst. sales mgr. of Trio Mfg. "We haven't gone into boosters & amplifiers," she said, "because we know when you boost the signal you also boost the noise."

(4) Merchandising & promotion are becoming more important in antenna field. Winegard, Fleming told us, is upping its 1962 ad budget 10-15% over 1961's—which was up 20% over 1960's. "We're the only antenna manufacturer with a national ad program for consumers," Fleming said, "and we're convinced of its value." Channel Master's Harris told us: "There's considerable merchandising now going on in the antenna industry. We're out with our Crossfire line which is a series of 6 different models of the same basic antenna—each engineered for different range. This means customer can now walk in and select the given Crossfire model best suited for the given location. This is the first time that has been done in this industry."

Other topics & trends noted in antenna industry:

Consensus is that no trend away from outdoor to indoor TV antennas has been produced by more sensitive TVs and by increasingly popular portables with built-in antennas. "On the contrary," said Channel Master's Harris, "the public seemingly is becoming more aware of the correlation between good picture reception and proper antenna installation." What better sets have done, manufacturers agree, is to push fringe areas further away from big cities—but fringe is still there and still needs quality antennas. Taco, which only makes outdoor antennas, agrees. Pres. H. H. Brown told us "the better sets work well with just built-ins & rabbit ears—but this is only in the primary areas, and these areas haven't been a factor in sales of outdoor antennas for the past 3 or 4 years."

Japanese competition is virtually non-existent. Only evidence came from JFD's Finkel: "We felt some Japanese competition in our OEM antenna business about a year ago," he told us, "but we beat it by going into automation, by shortening our delivery cycle and by lowering our prices as a result of the more efficient production. Today, at best, there's only a 5% price differential between us & Japanese competition—and in return for that differential we offer the OEM market an American source, American quality and American back-up service." He doubts any Japanese encroachment in the replacement market. "It's too rugged. We carry about 72 items in our line and add at the rate of 10-12 a year. Distributors buy mainly in small quantities. It's not an attractive market for foreign competition."

Here's sum-up of comments from antenna leaders:

Channel Master vp Harold Harris: Antenna Div. sales rose 5-10% in 1961 and profits also were up; outlook for 1962 is continued growth. He noted that "claims made for pseudo antennas" hurt the industry in a major way, but have had effect of focusing public attention on importance of good antennas. CM has divided its line into good, better and best categories, is promoting at the top of the line a specially colored & chemically treated E-P-C series—E(enhances)-P(protects)-C(conducts).

JFD sales vp Edward Finkel: 1961 business was "very good." Outdoor antenna sales climbed 18%, indoor sales 30%, and profit in both categories was up sharply. He views increasing popularity of TV portables as boom to both OEM & replacement business. In the replacement field, vast variety of portable styling "precludes slapping on just any replacement" when built-in antenna breaks or goes bad. Looking ahead, he forecast, "for companies that are on the ball, have a broad product line and good distribution—and we're one of those companies—we foresee a business gain of 20-25% over the next 2-3-5 years. Both our OEM & replacement business will benefit particularly as TV portables gain in popularity."

Taco Pres. H. H. Brown: 1961 sales & profits were about the same as 1960's, "but we were negotiating to sell the business and that took much of our time & attention." In the 4th quarter, after Taco's sale to Jerrold, "sales ran 20% ahead of a year earlier and we closed out the year at $3 million sales. For 1962, I expect at least a 30% gain—and it could go as high as 50%. We're shooting for sales of $4-4¼ million." Brown also told us "we're going out after a bigger share of the TV market. Heretofore, our TV business has been in the ratio of 1-to-3 with our government & industrial business. The TV end has always been very competitive, and the profit picture was not as good. However, with Jerrold's sales organization now going for us, we're out to get a bigger share of that business." Although it was a small segment of Taco's 1961 business,

FM represented a bright spot. "Our over-all sales averaged out about even with 1960's" he said, "but we had a real gain in FM antenna business—at least 50% ahead of a year ago. This is very definitely a market."

Trio Mfg. asst. sales mgr. Mary Lee: 1961 sales ran some 3% ahead of 1960's, "but profits were down a bit, although we did operate at a profit." A major reason was a change in Trio's operations. "Traditionally, we stockpiled inventories of finished antennas. However, because of the changing nature of the antenna business, we've changed over to stockpiling only subassemblies and producing finished types as required." Miss Lee also noted this change in antenna business: "A few years ago we did 50% of our antenna volume in the Sept.-Oct.-Nov. period. Now business has pretty much leveled off to year-round sales, with not much variation in monthly totals."

Winegard sales mgr. Robert M. Fleming: 1961 sales jumped about 52% and "profits also were definitely up." For 1962 "we see a 30-to-40% sales increase." Fleming attributes Winegard's sales surge to 2 basic factors: introduction of new products and "cumulative effect of our national consumer ad program." FM is a "big thing with us," he also told us, pointing to a 40% sales increase in 1961, and forecasting sizable gains for this year.

STEREO TABLE RADIOS BEGIN TO MOVE: There still aren't many available, but there is little doubt that concept of table or bookshelf FM-stereo radios is beginning to catch public fancy.

Our brief report last week outlined what's available (Vol. 2:3 p7)—GE's $175 single-piece unit, Zenith's $99.95 "Multiplexer" (a full FM radio or half a stereo radio), Granco's several units (including single-piece stereo unit, which we neglected to mention last week). Upcoming soon will be Delmonico's Japan-made one-piece unit at $79.95. Newest unit, introduced at National Housewares Show in Chicago last week, is Arvin's 2-piece set—pushbutton-controlled AM-FM-stereo unit at $109.95 with matching amplifier-speaker unit at $49.95.

Granco's single-piece AM-FM-stereo table radio is now in its 4th production run, Pres. Henry Fogel told us last week. At $99.95, the 20-in.-wide wood-cabinet unit can be played with pull-out speakers in place in ends of cabinet or removed as far as 6 ft.

"This unit is really catching hold," Fogel said. "We can't keep up with demand. And the demand isn't confined only to stereo markets—it's beginning to spread almost everywhere. The FM-stereo radio is now becoming the deluxe radio replacement."

Best stereo markets, said Fogel, are San Francisco & Los Angeles, with Chicago & N.Y. close 2nd, and Philadelphia, Boston & Detroit coming up fast—"but our stereo sets are being distributed nationwide and are selling well regardless of whether there is a lot of stereo broadcasting."

Granco also has variety of 2-piece FM-stereo units, beginning at $29.95 for table FM set, to which can be added $19.95 "Stereo Companion" to make it stereo set. Production & sales of these "convertible" FM table sets are about same as for Granco's comparable monophonic FM sets last year—with this exception: "For every 3 basic sets we sell, we're also selling one Stereo Companion."

There's surprising amount of return business, he told us. Many people buy FM table model and "come back quickly after purchase" to buy Companion to convert set to stereo. Fogel credits this to circular packed with each set calling attention to availability of low-cost Companion for reception of stereocasts.

Meanwhile, in San Francisco, hottest FM-stereo market, KPEN officials reported 25,000 FM-stereo receivers & adapters were sold to public during 1961, despite unavailability of many makes until very late in year. Figure is based on reports from set manufacturers, KPEN said, noting that majority of FM-stereo sets in use were made by component-hi-fi manufacturers. In packaged equipment field, Magnavox was No. 1 supplier of FM-stereo equipment, KPEN said, placing sales of FM-stereo-equipped Magnavox sets at 3,000 in area. Station predicted 1962 FM-stereo sales volume at perhaps 100,000 in San Francisco area.

San Francisco area got its 3rd FM-stereo outlet last week when KBAY began stereocasting on 18-hour daily schedule—7 a.m. to 1 a.m. KSJO-FM in nearby San Jose is also on 18-hour schedule, and KPEN plans to increase to 18 hours soon. According to our count, KBAY became nation's 58th stereo station.

TV-RADIO PRODUCTION: EIA statistics for week ended Jan. 12 (2nd week of 1962):

	Jan. 6-12	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	133,927	81,108	100,889	215,035	154,994
Total radio	213,311	280,636	282,186	375,589	299,806
auto radio	136,661	117,358	104,576	254,019	193,295

JERROLD VEERS TO CONSUMER PRODUCTS: Jerrold Electronics' purchase last week of Pilot Radio Co. gives that CATV equipment firm further orientation toward consumer products—an orientation which began in 1960 when it acquired Harman-Kardon and continued with last year's acquisition of Technical Appliance Corp. (Taco), which makes, among other things, TV & FM antennas.

Despite fact that Jack Wrather-John L. Loeb group which bought controlling interest in Jerrold in 1959 (Vol. 16:8 p23) had declared that firm would lean toward industrial electronics & instrumentation, consumer-products buys have seemed "too good to resist." Company spokesmen say Jerrold hasn't foresaken quest for instrumentation firms, is still looking for further acquisitions.

Pilot purchase culminated whirlwind courtship lasting only 8 days. Jerrold paid about $1.5 million cash for 43-year-old consumer electronics firm after 8 days of negotiations. Pilot was put up for sale after death of founder-owner Isidor Goldberg Nov. 23 (Vol. 1:11 p11), and, according to Jerrold Pres. Sidney Harman, "there are few names in the industry that have not been negotiating [with Pilot] in the last few weeks."

As parent of both Pilot & Harman-Kardon, Jerrold becomes one of biggest firms in hi-fi component field. At news conference last week, Pres. Harman said Pilot will be operated as "totally autonomous" firm, "competing in the marketplace with Harman-Kardon & others." Although Harman becomes president of Pilot (as well as of Jerrold), company's present officials & personnel will remain—including secy.-treas. I. W. Wyckoff, gen. sales mgr. Donald A. Ross, plant mgr. Frank Hajek.

Founded in 1919, Pilot was one of pioneers in TV manufacture, leaving field in 1950s to concentrate on hi-fi components & component consoles. Harman said Pilot will probably "give new emphasis" to console business, "but not at the expense of the component line." In response to question, he said it was unlikely Pilot would re-enter TV field.

Sales of Pilot, which had been privately owned, ranged between $2.5 & $4 million in last 5 years. Jerrold's revenues for year ended Feb. 28, 1961 totaled $12.1 million. Jerrold's other subsidiaries are Jerrold-Philadelphia (CATV & distribution equipment, home TV accessories, test equipment), Products for Industry (die-casting), Taco (consumer, commercial & military antennas), Harman-Kardon (hi-fi components, PA systems, data system logic modules).

TOPICS & TRENDS

New battery pack for Sony transistor TV ends spillage & refilling problems caused by wet battery formerly used with the set. It also costs $10 more than wet battery, bringing battery cost to $39.95, total list price of TV & battery pack to $289.80 (from $279.80). Battery is hermetically sealed rechargeable alkaline unit made by Eveready, can take "scores of rechargings" and will operate TV "for up to 4 hours on a single charge."

Little 8-in. Sony battery portable, meanwhile, continues to mean good business to such plush specialty stores as Abercrombie & Fitch. Lou Skinner, who heads A&F's camera & radio dept., told us last week his N.Y. store sold 200 during Christmas season. Branch stores, he added, registered 200-250% sales increases in radio dept. sales over last year as result of Sony set—which is selling well in Florida branch, but not quite so well on West Coast. He reported surprising demand for one accessory—connector plug to play TV from auto or boat battery.

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Emerson formally announced its $129.95 portable last week (Vol. 2:3 p10). The 17-in. set has step-up at $139.95. Both sets have power transformer, illuminated channel indicator, front sound, telescoping dipole antenna, carrying handle. Said sales director Leo Hahn: "No stripped-down 19-in. TV sets will be offered just for the sake of meeting competitive give-away prices . . . It is far easier to step up a customer from a 17-in. set to a 19-in. set than to attempt to step him up from a 19-in. low-priced set to another 19-in. set."

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General Dynamics was Defense Dept.'s top contractor in fiscal 1961, ended June 30. GD topped prime contractors' list for 4th time in past 5 years with $1.920 billion awards, or 8.5% of total $17.301 billion awarded "Top 100" contractors (vs. $15.410 billion in previous fiscal). Among runners-up: GE, 5th, $875 million (3.8%); AT&T, 8th, $551 million (2.5%); Sperry Rand, 9th, $408 million (1.8%); RCA, 10th, $392 million (1.7%).

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Magnavox & Chrysler quickly quashed merger rumors which circulated recently. "There's nothing to it," said Magnavox. Echoed Chrysler: "There's nothing to it. It doesn't make any sense." Added Pres. Frank Freimann: Magnavox "is not for sale to anyone at any price," but is holding acquisition talks with a "number" of companies whose business "is compatible with our own; none are in the automotive industry."

PHILCO 'QUIT PARADE' CONTINUES: Two more longtime career executives parted company with Philco last week, continuing outgoing parade that began with announcement of Ford's takeover. Frederick D. Ogilby, Philco's pre-Ford vp & sales director, and Robert J. Theis, Consumer Products Div. gen. sales mgr., resigned effective Feb. 1, following in footsteps of Messrs. Robert G. Urban, James M. Skinner, Larry F. Hardy, Henry E. Bowes (Vol. 2:3 p12). Other consumer products executives also are still unaccounted for in Ford's reshuffle of Consumer Products Div. and more resignations may be imminent.

Ogilby had been with Philco since 1932, held many key management posts: Consumer Products Div. mktg. vp prior to his last post, and before that TV engineering-mfg.-sales vp, and sales vp of old Philco TV Div. He's announced no future plans, other than a short vacation. Theis joined Philco in 1949 as a sales representative.

Philco's continuing "quit parade," and Ford's recent reorganization of Consumer Products Div. along management rather than traditional product lines (Vol. 2:3 p12), would indicate new owners certainly have distinct new ideas for firm. Ford executives took 2 of 5 management operations in new Consumer Products Div.—gen. mfg. mgr. F. J. Meredith and controller John Pfann—and it's a good bet that other Philco spots, such as one just vacated by Henry Bowes, are likely to go to Ford men. It seems clear that Ford is more concerned with established reputation for good management than with product knowledge, is restaffing Philco with executives who know how to manage business & men and get most out of both.

Incoming managers, we understand, have pretty much carte blanche in selection of their staffs, and this fact alone is a guarantee that more changes, and very likely resignations, are in wind. Dissolution of old product-oriented Consumer Products Div., with its various parallel staffs & operations for each major product line, has by itself washed out a number of jobs. What with this new job scarcity, and Ford's quickly established policy of selecting executives for their managerial talent, it's not difficult to guess that thinning out of Philco's executive population will continue.

* * * *

New appointments in Philco's Consumer Products Div. were announced last week. **Kenneth Cooper**, formerly manager of Philco's St. Louis office, was named gen. sales mgr.; **J. A. Winfield**, ex-asst. sales dir., becomes special markets mgr.; **Gibson B. Kennedy**, former merchandising & sales promotion dir., moves up to mktg. mgr.; **Rayford E. Nugent** continues as accessories & service mgr. All report to gen. sales & mktg. mgr. **Charles Hakimian.**

Named to Cooper's staff: **John J. Kane**, TV merchandising mgr.; **Bruce Lambert**, radio merchandising mgr.; **James M. Black**, appliance merchandising mgr.; **Joseph Lydon**, "Instant Dividend Plan" mgr.; **Raymond B. George**, Firestone sales mgr.

Named to Kennedy's marketing staff: **John E. Kelly**, ad mgr.; **Owen H. Klepper**, sales promotion mgr.; **William T. Quillan**, sales training mgr.; **Joseph A. Schiavo**, sales analysis mgr.

William Harned & M. A. Diamond were named to Winfield's special markets staff as managers of Telesound, Philco department for sales & service of hotel-motel TV-radio equipment.

Trade Personals

Neil E. Firestone, ex-GE, elected ITT mfg. vp . . . **Dr. Ruben Mettler** elected pres., Thompson Ramo Wooldridge subsidiary Space Technology Labs, succeeding **Dr. Louis G. Dunn** who moves into chairman post vacated by **Gen. James H. Doolittle**, resigned.

Mack C. Johnson appointed commercial vp, Federal Pacific Electric . . . **K. A. Waldron** named mktg. vp of Amphenol-Borg Electronics' FXR Div.

George F. Mosher, vice chmn. of GE Credit Corp., retires Feb. 1; he's credited with conceiving & developing idea for the credit subsidiary . . . **Ernest A. Massa** elected Cohu Electronics vp.

Harold S. Geneen, ITT pres., receives Peru's distinguished service award for outstanding contributions to nation's welfare

Ralph H. G. Mathews retires Jan. 26 as Blonder Tongue Labs mktg. dir. after 40 years in electronics industry. An early co-worker with Dr. Lee De Forest, he was a co-founder of predecessor of Zenith, held marketing posts with Magnavox & Westinghouse.

Joseph J. Casale named Admiral radio sales mgr. . . . **Edward J. Gay** appointed Reeves Soundcraft controller . . . **Henry Berwanger** named Ravenswood eastern regional sales mgr. for TV-stereo lines . . . **Jerome Blau & William Smith** named service & parts mgr. and office administrator & credit mgr., respectively, Clairtone Sound's N.Y. office.

Obituary

Robert K. Johnston, 47, Fairchild Publications field editor in Middle Atlantic & New England area, died Jan. 17 at his Drexel Hill, Pa. home after long illness. He had been with Fairchild since 1947, was manager of Philadelphia bureau 1951-59, city editor of *Home Furnishings Daily*, 1959-60.

John B. Davidson, 48, RCA Home Instruments Div. purchasing agent, died Jan. 10 at Bryn Mawr (Pa.) Hospital. He had been on leave of absence from RCA since April 1961. He joined RCA in 1930, was a 1955 winner of RCA Award of Merit.

Factory sales of TV picture & receiving tubes rose strongly both in units & dollar volume in November from year-earlier month, EIA reported last week. Picture tubes totaled 835,929 units valued at $16,896,809, compared with Nov.-1960's 732,359 at $14,625,132. Receiving tubes gained to 32,636,000 units at $26,561,000 from 30,024,000 at $25,627,000 in 1960's 11th month. Here are EIA's figures:

	Picture Tubes		Receiving Tubes	
	Units	Dollars	Units	Dollars
January	707,833	$14,430,602	26,343,000	$22,227,000
February	728,989	14,395,981	25,803,000	21,865,000
March	936,098	18,725,011	36,635,000	30,719,000
April	722,110	14,293,375	28,687,000	24,392,000
May	673,315	13,238,774	29,823,000	25,308,000
June	806,852	15,887,776	31,463,000	25,989,000
July	457,181	9,364,364	27,566,000	20,979,000
August	870,578	17,239,228	36,907,000	31,347,000
September	946,405	18,981,210	37,611,000	30,472,000
October	912,281	18,000,957	32,480,000	26,155,000
November	835,929	16,896,809	32,636,000	26,561,000
Jan.-Nov. 1961	8,597,571	$171,454,087	345,954,000	$286,014,000
Jan.-Nov. 1960	8,481,924	169,789,972	365,989,000	308,171,000

Bistrow Co., 213 S. 11th Ave., Phoenix, appointed distributor for Sylvania TVs, radios & phonos in 13 southwestern Arizona counties; **Peerless Electric Supply**, 1401 Stadium Drive, Indianapolis for 44 central Indiana counties, one eastern Illinois county.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Electro-Voice	1961—9 mo. to Nov. 30	$ 8,903,699	——	$ 270,660	——	497,332
	1960—9 mo. to Nov. 30	7,415,992	——	8,061	——	473,650
IBM	1961—year to Dec. 31	1,694,295,547[1]	——	307,227,597[1]	$7.52	27,561,531
	1960—year to Dec. 31	1,436,053,085	——	168,180,880	6.12	27,466,431
	1961—qtr. to Dec. 31	449,804,341[1]	——	54,339,620[1]	1.97	27,561,531
	1960—qtr. to Dec. 31	395,480,651	——	49,092,823	1.78	27,466,431
Lynch Corp. (Symphonic)	1961—9 mo. to Sept. 30[2]	16,538,541	——	361,635	.51	713,562
	1960—9 mo. to Sept. 30[2]	19,286,439	——	40,465	.06	713,562
MGM	1961—12 wks. to Nov. 23	29,362,000	$ 4,398,000	2,173,000	.85	2,545,229
	1960—12 wks. to Nov. 23	30,092,000	4,902,000	2,177,000	.87	2,506,129
NT&T	1961—year to Sept. 26[3]	43,849,109	——	(6,863,851)[4]	——	2,818,063
	1960—year to Sept. 26	46,543,910	——	(3,088,693)	——	2,816,247
Pacific Industries	1961—qtr. to Nov. 30	5,476,031	——	229,887	.14	1,627,239
	1960—qtr. to Nov. 30	4,374,023	——	431,663	.29[7]	1,471,968[7]
Howard W. Sams	1961—6 mo. to Dec. 31	5,919,474	——	455,131	.90	500,550
	1960—6 mo. to Dec. 31	4,890,525	——	359,020	.71	500,550
Taft Bcstg.	1961—9 mo. to Dec. 31	——	——	1,379,812	.90	1,539,162
	1960—9 mo. to Dec. 31	——	——	1,204,300	.78	1,486,528
	1961—qtr. to Dec. 31	——	——	635,624	.41	1,539,162
	1960—qtr. to Dec. 31	——	——	498,466	.32	1,486,528
Varian Associates	1961—13 wks. to Dec. 30	16,232,466	——	825,347	.22	3,838,373
	1960—13 wks. to Dec. 30	12,747,932	——	865,008	.26	3,374,695
Vornado	1961 qtr. to Nov. 30	28,202,406	——	863,929	.66	1,310,593
	1960—qtr. to Nov. 30	26,957,173	——	704,881	.59	1,191,582
Webcor	1961—6 mo. to Nov. 30	29,278,000	——	1,923,000[5]	1.95	940,737
	1960—6 mo. to Dec. 31[6]	16,697,000	——	91,000	.10	650,737

Notes: [1]Record. [2]Revised report. [3]Pamphlet report. [4]After $7.7 million writeoff of holdings in NTA. [5]After $1 million tax credit and including operations of Dormeyer Corp., acquired Nov. 1960. [6]Fiscal year changed to now end May 31 instead of June 30. [7]Adjusted to reflect Dec.-1961 4% stock dividend.

Nov. Production Figures: Official EIA production figures for first 11 months of 1961 show TV substantially ahead of 1960, radio slightly ahead. Preliminary figures on full-year 1961 output, as reported here several weeks ago (Vol. 2:2 p6) gave 12-month TV production as 6,161,662, total radio 17,342,942, auto radio 5,571,834.

New figures show November FM radio production at 2-year record high for any month—125,184 sets—although total FM set production for 11 months lagged behind 1960. These figures are for table radios only, don't include sales of FM tuners in stereo phonos, which are estimated to be more than 20% ahead of 1960. So although 1961 will wind up with slight decline in sales of FM table sets, there's no question that output of FM tuners & radios of all kinds in 1961 set new record.

TV figures show uhf set production for 11 months lagging behind 1960, although output from June through November was ahead of 1960 on month-by-month basis, which may portend bigger year for uhf in 1962.

Here are EIA's official 11-month production figures:

	TELEVISION				RADIO					
	Total Production		Uhf Production		Total Production		Auto Radio Production		FM Production	
Month	1961	1960	1961	1960	1961	1960	1961	1960	1961	1960
January	367,935	526,494	25,270	50,119	1,090,073	1,355,788	387,136	632,461	50,421	33,816
February	444,418	503,453	24,514	43,537	1,115,029	1,442,368	307,973	596,872	41,357	56,515
March	497,458	549,500	21,450	45,411	1,384,052	1,667,550	384,227	633,761	75,044	83,127
April	405,808	422,551	19,095	39,240	1,124,924	1,230,323	375,570	399,963	51,260	68,196
May	470,399	442,176	22,782	32,295	1,196,949	1,277,040	408,875	463,165	49,705	65,438
June	615,118	518,870	34,641	34,245	1,626,263	1,551,451	518,010	596,870	88,808	105,317
July	383,378	268,854	23,233	14,621	1,030,399	890,359	320,128	328,009	48,114	49,707
August	514,674	462,286	33,946	26,829	1,385,101	1,048,406	451,374	340,860	69,090	71,125
September	694,580	678,937	41,253	46,161	2,048,698	1,945,092	591,493	788,961	110,174	111,745
October	620,815	499,999	43,198	38,999	1,796,391	1,727,560	576,529	639,357	95,318	88,596
November	582,952	429,757	42,743	34,381	1,730,761	1,468,847	588,343	596,872	125,184	86,323
TOTAL	5,597,535	5,302,877	332,205	405,838	15,528,640	15,604,784	4,909,658	5,911,305	804,475	852,329

Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
Lynch Corp.	Stk.	5%	June 22	June 1
Taft Bcstg.	Q	$0.10	Mar. 14	Feb. 15
Taft Bcstg.	Stk.	2½%	Mar. 14	Feb. 15
Taft Bcstg.	Ex.	.10	Mar. 14	Feb. 15
Trans-Lux	Stk.	5%	Apr. 2	Mar. 9
Wurlitzer	Q	.20	Mar. 1	Feb. 14

Conspiracy suit against Webcor Chmn.-Pres. Titus Haffa and various directors in connection with the purchase of Dormeyer Corp. stock was dismissed by U.S. Court of Appeals. Webcor stockholders James J. & Margaret W. Duane had charged Haffa with influencing Webcor to buy at an excessive price Dormeyer stock owned by him & his family.

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WEEKLY

Television Digest

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The authoritative service for executives in all branches of the television arts & industries

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SUPREME COURT TO REVIEW BLOCKBOOKING decision, which Justice Dept. considers too lenient, film distributors regard as too tough (p. 3).

TREYZ & DODD COLLIDE AT BUS STOP as ABC-TV chief defends network decision to show controversial "Bus Stop" episode before Senate Juvenile Delinquency Subcommittee (p. 3).

Consumer Electronics

MYLAR & PPG BONDS for picture tubes—progress report: Pittsburgh system winning acceptance for color & 27-in. tubes; Mylar improved but has no takers (p. 6).

5,752,000 TVs SOLD to dealers in 1961, less than 2% more than 1960; radio sales set 13-year record at 11,283,000 (p. 6).

IS PORTABLE COLOR SET behind Sony pact with Paramount for single-gun Chromatron tube & circuits? Production seen starting in 1963 (p. 7).

3M TAPE-CHANGER ready for production, will be offered this year by Revere. Cartridge decks reported competitive with open-reel recorders (p. 8).

NEW MARKETS OPENING for private label TV. Leaders tell us more dept. & variety chains showing interest in house branded sets; opinions differ on interest in color TV (p. 8).

PHONO SALES LAGGED 1960 ten months out of 12 last year, EIA figures indicate (p. 11).

NETWORK HEARING—CALM GIVE & TAKE: Anyone looking for excessive violence in FCC's network hearing last week didn't find it. CBS executives testified for 4 solid days, and observers anticipating a "Great Confrontation" between CBS Pres. Stanton and FCC Chmn. Minow were disappointed.

What happened was the calm & consistent expression by Stanton of "drift toward censorship," unwitting, on part of Commission. This was opposed by Commission majority's implication-by-questions (from Minow, Ford, Bartley & Lee) that it's doing nothing of sort.

Fundamental subject remains: FCC has unanimously asked Congress for power to regulate networks, believing affiliates don't participate sufficiently in formation of network programs to be held accountable. Our impression is that quest for legislation may have lost vote or 2—from Hyde, Cross or Craven—but that majority's still there. Stanton suggested that Commission may be satisfied by specifying just how affiliates should be informed.

Real danger of network regulation, according to Stanton, is that an FCC chairman might someday "pick up the phone and ask: 'Why did you put that on?' "

Some of most important exchanges came in last hours. Examples: Ford said it's "incredible" for anyone to term Commission's 1960 program-policy statement "censorship." "It puts all the responsibility on the broadcaster," he said. "We must see that the broadcaster finds the community's needs. There's no inkling of control."

"I'm delighted with that interpretation," said Stanton. "That satisfies me. I'm glad to know I misunderstood it."

Minow offered this philosophical statement: "There's no more precious gift than access to the eyes & ears of the nation for 5 or 6 hours a day. We should search together for solutions."

Stanton tickled Commission with his basic premise—more competition means less need for regulation, so CBS will support FCC's bid for all-channel set legislation to foster growth of uhf. Exactly FCC's thinking.

Said Minow: "Competition is the key to the problem; 90% of the problems would disappear." He said Commission is grateful for CBS's endorsement of legislation. (For growing manufacturer-telecaster tension on that matter, see p. 3.) Stanton called for "a massive technical offensive" to make uhf work, involving FCC, stations, labs, manufacturers.

Stanton's recurrent theme in testimony was that "public demand" is the only criterion for choosing programs, though networks can lead somewhat. Repeatedly, he asserted that most criticism comes from those who watch TV least—who know little about what's available.

FCC can look into programming only in 2 legitimate ways, according to Stanton: (1) In choosing among competing applications. (2) Comparing licensee's promise with performance, to judge whether he can be entrusted with facility. When commissioners comment on specific programs, he said, they're censoring indirectly—because broadcasters tend to take these observations as do's & don'ts.

Minow pursued a favorite subject: children's shows—why not more & better? CBS-TV Pres. James Aubrey was prepared. He listed "Captain Kangaroo," and "other wholesome shows" with broad family appeal, such as "Lassie," "Dennis the Menace," "Father Knows Best," etc. CBS Pres. Richard Salant reported that 3 pilots are under preparation for children's informational shows, that much research has been done on children's news programs—but problem "is insoluble so far."

Aubrey went through huge mass of material, covering: network organization, program sources, business practices, scheduling—and program-by-program breakdown of full week's evening schedule. His conclusion: Though everything is grist for TV's mill, "let us be clear about one thing . . . the reason why Americans today devote more time to TV than to any other leisure-time activity is because no other medium in history has managed to provide them with such an uninterrupted flow of varied entertainment. . . . And this is as it should be. For it is this very characteristic—entertainment—that has established TV as the greatest medium of mass communication known to man. And the very system that provides entertainment to its vast audiences can also be used to communicate information & ideas."

Salant reported that CBS-TV news & information volume is 40% heavier than last year, running 690 hours, 17% of season's schedule. In addition to plans for children's shows, he said CBS is working on adult series to show people more about each other, through the entertainment they see; special series examining "the two worlds of communism & democracy"; series on "world of newly developed nations."

There was good deal of exchange on sex & violence. CBS witnesses insisted that they never stressed these unduly and that they have less today than year or 2 ago.

Sponsor interference & taboos? "Flyspecks," said Stanton & Aubrey. They asserted that sponsors have little serious influence on major matters and that with increased sharing of sponsorships there is less & less possibility of sponsor control.

"Serious" drama? Stanton said there were "a lot of turkeys" in the so-called "Golden Age" of "Playhouse 90," "Studio One," etc., and that there is substantial amount of "good theater" today, included in such series as "The Defenders" and Westinghouse specials.

And so it went. Stanton, Aubrey, Salant and 8 other top executives stuck to their guns. Regardless of source of criticism—Congress, President's Committee on National Goals, educators, psychologists, et al.—they insisted that public demand is the keystone and that networks must be their own judges of that demand. Next week: NBC.

McLENDON'S UNIQUE MOSCOW RELAY: Radio Moscow English-language newscasts via short wave from U.S.S.R., will be broadcast 4 min. each hour for week beginning Feb. 1 by McLendon stations in unique experiment. Stations are: KLIF Dallas, KABL San Francisco, KILT Houston, KEEL Shreveport, KTSA San Antonio, WYSL Buffalo.

Programs will be broadcast directly as received from Moscow, with no commentary or interpretation, Pres. Gordon McLendon said at news conference in Washington last week. Total of 112 Russian newscasts will replace regular news.

Purpose of experiment, McLendon said, is to enable Americans, who "take a free & truthful press & radio for granted," to be exposed to "controlled Soviet press exactly as the rest of the world hears it."

Asked whether scheme might backfire, since Russians will be aware of plan and could throw monkey wrench by watering down usual broadcast fare, McLendon replied he would have to take the risk "since there's nothing we could do about it."

LINES FORM FOR ALL-CHANNEL-SET STRUGGLE: With CBS now plumping for all-channel-set legislation (see p. 1) and more telecaster support for it expected, there's real possibility of harsh manufacturer-vs.-telecaster strife before Congress.

FCC Chmn. Minow has called the measure Commission's most important legislative goal (Vol. 2:3 p2). ETV forces are building up support for it. NAB may well come out for it in Fla. board meeting this week. ABC may join. NBC could be exception—for its parent RCA has consistently gone along with EIA colleagues' opposition. Commerce Secy. Hodges hasn't made up mind yet. He submitted "draft comments" to Budget Bureau, expressing opposition—but they weren't signed. It's assumed he & Minow will talk about it—may bring President Kennedy into act—and there's fair chance Hodges will go along with Commission.

Balance of political power would certainly seem to be on pro-legislation side. Manufacturers are not without friends in Congress, but they're definitely outgunned if broadcasters, FCC & ETV really choose to fight.

EIA's Consumer Products Div. has been unanimously against legislation. Manufacturers find it very dangerous—govt. telling them what to make, raising prices of sets. Said one spokesman: "What's to stop them at TV? Why not follow it with a stereo law—requiring all FM sets to handle stereo? Where would it stop? Broadcasters are all for regulating the other guy. I think they're trying to trade this off to kill network regulation and deintermixture." Said another: "It's hard enough to engineer sets without having a lawyer telling you what to make."

SUPREME COURT TO REVIEW BLOCKBOOKING: Old feature-film anti-trust blockbooking case, decided in Dec. 1960 by N.Y. Federal Judge Archie O. Dawson (Vol. 16:50 p5), will be reviewed by U.S. Supreme Court. Film distributors originally hadn't planned to contest Judge Dawson's decision, because it was largely academic. They had been offering stations small packages, pictures individually priced. However, Justice Dept. didn't think decision went far enough, so distributors determined to protect themselves in the high court.

Blockbooking is practice of requiring purchaser to buy all-or-none of a group of pictures. Judge Dawson allowed what has been called "temporary blockbooking." Distributor won't offer individual pictures to a station until station's competitor has opportunity to buy whole package. Justice Dept. claimed that this retained anti-trust taint. Distributors involved: Loew's (now MGM), C&C Super (now TV Industries), Screen Gems, Associated Artists Productions (now in UAA), NTA and United Artists.

TREYZ & DODD COLLIDE AT BUS STOP: ABC-TV Pres. Oliver Treyz declined to budge last week from basic premise that network has both duty & right to determine what to program. Occasion was 2-hour hearing before Sen. Dodd (D-Conn.), chmn. of Juvenile Delinquency Subcommittee. Dodd called hearing suddenly last week, promising to show that network topkicks ordered injection of sex & violence into shows.

Focal point of hearing was controversial Dec. 3 episode of ABC's Bus Stop entitled "A Lion Walks Among Us," starring teen-age idol Fabian. Program cast young singer as intinerant sexual psychotic, included murder, adultery & suicide, aroused so much furor prior to airing that network arranged closed-circuit preview for affiliates, 25 of which refused to carry it.

Dodd's chief inquisitor, Subcommittee consultant Dr. Ralph Garry, Boston U. psychologist, wanted to know why Treyz allowed show to be telecast in view of strong adverse reaction from affiliates, sponsors and NAB Code Board. ABC-TV chief called decision one of hardest he ever had to make, said he could have stopped show but didn't because he "wanted to be very careful and not capriciously use a blue-pencil that would discourage creative people."

Reporters & spectators stacked two deep in small hearing room viewed portions of film in question plus trailer previewing future Bus Stop episodes which included titles such as "Pursuit of Evil." Staff also cited documents subpoenaed from ABC to back up Subcommittee's charge that networks deliberately injected sex & violence into shows. One was script for Bus Stop episode "Summer Lightning" which was returned from network's continuity acceptance dept. with penciled-in notation: "just add violence to the sex."

Subcommittee had little luck gaining any concessions from Treyz that showing of Fabian episode was mistake. Garry asked why cancellation by 25 affiliates had no effect; Treyz said 90 to 100 agreed to carry it. Garry cited letters from stations, ad agencies and viewers, criticizing show; Treyz said they were citing only negative reactions, produced his own letters, one from 8th grade class in Santa Monica which called

show "good, informing and a contribution to realism." About best Subcommittee could get from him was: "I would say the kind of comments you have been talking about [negative] were more numerous than the ones I am referring to."

Making final effort, Subcommittee asked Treyz what he, personally, thought about impact of such a program on children. He replied he couldn't generalize about entire public—some liked it, some didn't. Series has since been cancelled for lack of audience, will go off air about April.

Ex-NBC programming vp David Levy, who was dropped by network last year after his name was mentioned in connection with charge that NBC had demanded addition of sex & violence to Man and the Challenge series, sharply criticized 1960-61 TV fare as containing "excessive volume of programs of a violent nature." He said he had been determined to eliminate this on NBC, stressed that network's current schedule has been praised for improved content, described himself as "chief architect" of it.

Final witness, William Capitman, pres. of Center for Research in Marketing, Peekskill, N.Y., testified his organization tested some programs, both projected & on-air, for network which he wouldn't name, said he believed networks are "totally disinterested" in what public wants. He said networks, ad agency executives and sponsors often behave as though ratings should determine programming. Citing example, Capitman stated that after testing viewer reaction to a proposed one-hour show recently, his company informed NBC show was too long & too violent. Network chopped show to half-hour but left in all the violence. Audience reaction was worse, he declared.

Hearings will resume about week of Feb. 12 with CBS & NBC executives to be among witnesses. After end of investigation and issuance of Subcommittee's report, Dodd is likely to introduce legislation to strengthen FCC's control over networks, may also seek funds for long-range study of TV's impact on public.

CURRENT CAPSULES

Some 3,000 TV & radio spots on 33 stations were sponsored by perfume maker Coty in a big 1958 pre-Christmas drive, and FTC wants $5,000 from Coty for each station.

Civil penalty suit asking $185,000 was filed by Justice Dept. at FTC's request in Delaware District Court. Commission claims company violated 1939 order forbidding advertising implying U.S.-compounded perfumes are French imports. In addition to the alleged violations on TV & radio, FTC also lists 2 counts of misleading magazine advertising and 2 cases of failing to make disclosures on invoices & price lists. Coty spokesman said company "has made every effort to comply with the 1939 order," would file response.

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Technicolor Corp. sold its Brooklyn studios for more than $1 million, payable over 20 years. Purchaser is Benjamin Gertner, pres. of Biograph Studios of New York City, who will rename the acquisition Mayflower Studios, use it for making TV & theatrical films.

Broadcasting is characterized "more by abundance than significance," FCC Comr. Rosel Hyde told National Religious Bcstrs. convention in Washington last week. Although TV & radio serve very well to amuse & entertain, he said, they haven't done enough to inform & inspire. He criticized Commission policy requiring "burdensome" reports from stations (Vol. 1:4 p3), said it appears broadcasters are required to satisfy FCC rather than public. "The only authority that can determine whether stations are broadcasting in the public service is the public," he stated. NAB Pres. Collins told group it is highly appropriate that "enormous power of TV & radio" is used to expand religious work, said broadcasters have responsibility to use media "wisely & well." At breakfast session, Sen. Mundt (R-S.D.) urged lookout for censorship, said: "Whenever you grant to someone else the right to decide what you are going to hear or to say, it is inevitably a matter of censorship."

Clear channel radio hearing, promised by House Commerce Committee last session after FCC's decision, has been scheduled for Jan. 31-Feb. 2.

FCC Chmn. Minow repeats his views on FCC's role in Feb. 3 *TV Guide*: "Freedom of speech does not mean freedom to propose a carefully spelled-out plan of balanced programming, accommodating both the majority and minority of viewers in an area; and then freedom to toss balance overboard and rush off in frantic pursuit of higher ratings and higher profits. Freedom of speech does not mean freedom to fool the people. That is why we are seeing that the licensee lives up to the terms under which the license was granted." This, he says, is not censorship. "I will continue to speak out," he states, "to nudge, to exhort, to urge those who decide what goes on the air to appeal to our higher as well as our lower tastes."

NBC was the only network to delete controversial reference to 2 State Dept. officials as "well-known security risks" made by reporter Sarah McClendon at President's news conference last week. White House didn't request deletion, but news secy. Pierre Salinger warned use of the names was not privileged—not immune from libel. ABC & CBS carried the names, as did newspapers. Kennedy defended the officials, rebuked Mrs. McClendon.

Personals

CBS Pres. Frank Stanton unanimously awarded Radio & TV Executives Society 1962 Gold Medal for outstanding contribution to broadcasting & broadcast advertising, presentation set for RTES banquet March 8.

New officers of Broadcasters Club of Washington: Joseph Goodfellow, pres.; Arthur Scharfeld, chmn.; Howard Head, vp; Joseph Sitrick, secy.; Richard Stakes, treas.; Larry Richardson, asst. secy.

J. Norman Nelson, ex-Calumet Publishing vp & ad mgr., named AM Radio Sales Inc. marketing & sales development dir. . . . . William D. Walsh, former Edward Petry New England mgr., joins WNAC-TV Boston sales staff.

Dr. Robert C. Anderson, Auburn U. exec. vp, elected 1962 chmn. of Joint Council on Educational Bcstg. . . . Miles David, RAB vp & promotion dir., promoted to vp for administration.

John J. McCrory, ex-CBS-TV National Sales, N.Y., named KMOX-TV St. Louis asst. sales mgr. . . . Robert Petrie, WTMJ-TV Milwaukee supervising producer-dir., promoted to operations dir.; Bud Reth, staff dir., moves up to production services dir.

John C. Moler, gen. mgr. of Storer's radio WMGM N.Y., promoted to pres., Storer Radio Inc.; Wendell B. Campbell, radio KGBS Los Angeles gen. mgr. & Standard Bcstg. vp, named vp of parent Storer Bstcg.

Joseph Schackner promoted to asst. to vp, Television Affiliates Corp.

C. P. Jaeger appointed Allied Artists TV Corp. national programming dir. . . . Jack Bolton named mgr. of Katz agency Atlanta office, succeeding Gregory Murphy, resigned.

Obituary

Sen. Andrew F. Schoeppel (R-Kan.), 67, ranking Republican on Senate Commerce Committee and former Kan. governor, died of cancer Jan. 21 at Bethesda Naval Medical Center near Washington. He was serving 3rd term. President Kennedy expressed condolences to his family "and the people of Kansas whom he represented so faithfully." His widow survives.

Robert V. Letterly, 38, KHOL-TV Holdrege, Neb. chief engineer, died Jan. 19 following auto-truck accident in Holdrege. He is survived by widow, son & daughter.

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Network TV gross time billings in first 10 months of 1961 rose 9.2% to $609,247,899, compared with $557,704,490 in same 1960 period, TvB reports. Oct. 1961 billings totaled $70,603,534, up from year ago's $63,350,044. Leading product category in 10-month period was food & food products with 1961 billings of $114,485,558 vs. $93,243,677 in 1960. Procter & Gamble led in Oct. company billings with $3,740,969, top brand advertiser was Anacin Tablets with $919,905. Starting in 1962, network TV billing estimates will be revised, TvB reports. In computing past figures, LNA-BAR hasn't provided for horizontal contiguity rate structures, wherein single advertiser might obtain lower basic rate through purchase of time across board. Revised 1961 figures will be released later. New method is expected to cut reported network TV billings about 5%.

American Bar Assn. has invited news media to submit more data in support of appeals to lift judicial Canon 35 banning broadcasting & cameras from courtrooms. Testimony may be submitted written or orally in Chicago Feb. 18.

Cable service for pay TV in Little Rock, Ark. can be supplied by Southwestern Bell Telephone Co., Arkansas Circuit Court ruled last week, supporting decision of state Public Service Commission (Vol. 17:29 p9). PSC's decision had been appealed by theater owners. Midwest Video, holding pay-TV franchise from Paramount's Telemeter, has been planning wired toll-TV system. Telemeter predicted that same legal principles will apply in rest of U.S. Theater owners had argued that PSC didn't have power to authorize the pay-TV service because it isn't a utility or telephone service and because FCC has exclusive jurisdiction.

Local TV children's programming is subject of book to be published by TIO in fall. It's based on nationwide survey of children's shows, is intended to provide exchange of ideas & experience among broadcasters to assist in planning & production of children's productions. TIO also announced joint project with National Council for the Social Studies on utilization of TV in social studies in elementary & secondary schools. Six stations have become new TIO sponsors since Oct.: WHAS-TV Louisville, KRNT-TV Des Moines, KAKE-TV Wichita, KGLO-TV, Mason City, Ia., ZBM-TV Hamilton, Bermuda, WTAE Pittsburgh.

Advertising Legislative Conference, 4th annual, sponsored in Washington's Statler-Hilton Feb. 7 by ANA & Advertising Assn. of the West, will include: International trade development, with address by Undersecretary of State George W. Ball; addresses and panel participation by Commerce Secy. Hodges, FTC Chmn. Dixon, FCC Chmn. Minow, Food & Drug Administration consumer programming dir. Mrs. Carla Williams, Rep. Avery (R-Kan.)—joined by many of nation's top ad men. RCA vp Ralston Coffin is conference chairman.

Two of Syracuse's 10 applicants for Ch. 9—W. R. G. Baker Radio & TV Corp. and Salt City Bcstg. Corp.—have asked FCC for permission to operate on interim basis. They propose that other applicants be given 30 days to join and have formed Valley Interim TV Corp. for the purpose. Gen. mgr. would be J. Joseph Bernard, ex-WGR-TV Buffalo & KTVI-TV St. Louis. At week's end, other 8 applicants petitioned FCC to dismiss Valley application, saying they weren't notified of plans.

Strong attack on FCC for proposing to deintermix Madison, Wis., removing WISC-TV's Ch. 3, was delivered to Commission last week by Sen. Wiley (R-Wis.). In 8-page letter, he asserted: "The contemplated destruction of Madison's Ch. 3 would be unwarranted, wasteful, extreme, discriminatory and altogether an unconscionable violation of the public interest."

Bangor-Calais vhf channel situation has a happy solution, according to Dirigo Bcstg. Inc., seeking Ch. 7 for Bangor—after FCC shifted it back to Calais recently (Vol. 2:3 p6). Dirigo told Commission that Ch. 3 can be given to Calais, complying with all rules & standards.

NAB board meeting in Sarasota, Fla. Jan. 29-Feb. 2 includes among major topics: (1) Progress toward establishing a research & training center. (2) All-channel-set legislation—likely to be endorsed. (3) Board reorganization. (4) Code and Code Board revisions.

License fee of 1% annually on gross receipts of TV & radio stations is proposed in bill (H.R. 9881) introduced by Rep. Joelson (D-N.J.).

USIA Dir. Edward R. Murrow has been added to roster of speakers scheduled for NAB public affairs & editorializing conference March 1-2 (Vol. 2:4 p2).

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

MYLAR & PPG TUBE BONDS—WHERE THEY STAND: It's been more than year since unveiling of 2 implosion-shield bonding processes as competitors to Corning's molded laminated tube cap —Pittsburgh Plate Glass' bonded plate and Du Pont's Mylar plastic film. Here's brief report on where they stand now:

Pittsburgh's system has found fairly extensive use for tube shapes & sizes for which Corning molded caps aren't available—notably 21-in. round color & 27-in. tubes—although some 19-in. tubes are also being processed with Pittsburgh bonded glass. Pittsburgh officials estimate that probably 75% of all 27-in. tubes now have safety plate glass bonded to them.

Pittsburgh expects deeper penetration of 19-in. market this year, but for the present, 23-in. bonded tubes are exclusively Corning's territory. Special taping machines required for bonding of plate glass to tubes are now in use by RCA, Sylvania, National Video, Rauland and other tube manufacturers.

As to cost comparisons, PPG's Russell A. Whittemore, director of product development dept., told us: "There's no question in our mind that our process is basically & significantly less costly than other processes."

Pittsburgh's principal interest is in selling raw "gray glass" to glass formers for use as TV implosion shields—either in form of flat glass, bent glass or PPG bond. Company claims its TV sales are rising despite Corning's inroads in implosion-plate field. Said Whittemore: "Our sales position has improved considerably in 1961 from the grey glass standpoint." He added: "About 70% of all TV sets made in 1961 used non-bonded tubes."

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Du Pont's Mylar shield system has been improved considerably during past year, is now claimed to be ready for use—but so far there have been no takers in picture tube industry. Among recent improvements: (1) Scratch-resistance has been intensified to point never before achieved in plastic. (2) Tinting has been improved for better resolution. (3) Material is no longer laminated; single .005-in. thickness of Mylar has passed implosion tests on both 17- & 19-in. tubes. Mylar shield adds less than .2 of a lb. to weight of set.

Mylar film is made by Du Pont and offered to tube industry in rolls by Riegel Paper Co. Riegel Industrial Film Div. sales mgr. Earl Houston Jr. told us fabrication problems have been resolved, that vacuum-draping machines are available for bonding 4 tubes per minute. Nevertheless, he concedes that Mylar tube shield concept is currently stalled at "dead center." However, he's hopeful that new trend toward more portable TVs will prompt tube makers to take new look at this lightweight method.

1961 TV DISTRIBUTOR SALES—5,752,000: Distributor-to-dealer sales of TV sets in 1961 totaled 5,752,000, less than 2% above 1960's figure of 5,651,000. Distributor sales of radios (excluding auto) set 13-year record of 11,283,000, about 8% higher than 1960's 10,454,000. Phono sales were down sharply from 1960—to about 3.9 million at factory level from 4,304,000.

Consensus of manufacturers' predictions for 1962, as averaged & reported by EIA, indicates anticipation of better year for TV, leveling-off of radio & phono sales. Released last week by Motorola's Edward R. Taylor, chairman of EIA Consumer Products Div., these were average industry predictions of unit factory sales totals for consumer electronic products: TV, 6,201,000 sets, up from last year's 5,896,000 and 1960's 5,541,000. Radio (excluding auto), 11,463,000 vs. 11,381,000 last year and 10,304,000 in 1960. Phono, 3,915,000 vs. 3,900,000

& 4,304,000. Earlier, EIA Pres. L. Berkeley Davis predicted production of about 300,000 color sets in 1962 when he forecast sale of that many color tubes to original-equipment manufacturers (Vol. 2:1 p9).

Here are production & sales figures for calendar 1961 and for December, compared with 1960—along with end-of-year inventory figures:

TELEVISION

	1961	1960	Dec. 1961	Dec. 1960
Production	6,162,000	5,708,000	564,000	405,000
Factory sales	5,896,000	5,541,000	539,000	422,000
Distributor sales	5,752,000	5,651,000	576,000	560,000
Factory inventory	427,000	414,000	——	——
Distributor inventory	786,000	642,000	——	——

RADIO (excluding auto)

Production	11,771,000	10,694,000	1,152,000	1,001,000
Factory sales	11,381,000	10,304,000	1,099,000	1,049,000
Distributor sales	11,283,000	10,454,000	1,676,000	1,651,000
Factory inventory	1,012,000	817,000	——	——
Distributor inventory	1,193,000	1,094,000	——	——

Figures show that inventories have undergone rather substantial buildup in last few months—combined factory & distributor stocks ending year about 15% ahead of 1960 figure in both TV & radio. TV's combined factory-distributor inventories totaled 1,213,000, radio 2,205,000 on Dec. 31, 1961. Most manufacturers were unconcerned about this situation—since it is occurring on "rising market," but some pointed out that industry is "flying blind" with regard to retail TV movement, since EIA discontinued collecting retail sales statistics last June.

Certainly retail sales figures are missing link in question of just how good a month December was. In distributor sales, it didn't look outstanding (although better than Dec. 1960). Likewise, on industry-wide basis, there's no way of knowing level of inventories in retail stores.

Final 1961 figures show last year was 3rd poorest in unit TV sales from distributor to dealer—only 1951, 1958 & 1960 were lower in 12-year span. Here is table of distributor TV sales since 1950:

Distributor TV Sales to Dealers—1950-1961

1950	7,078,600	1954	7,161,362	1958	5,062,000
1951	5,179,973	1955	7,421,978	1959	6,013,000
1952	6,174,505	1956	7,028,456	1960	5,651,000
1953	6,656,555	1957	6,285,819	1961	5,752,000

In radio, last year's sales figure climaxed steady accretion of nearly million additional sets per year for last few years. In 1958, distributor (non-auto) radio sales totaled 8,738,000 sets, climbing to 9,535,000 in 1959, to 10,454,000 in 1960 and to 11,283,000 in 1961.

For 11-month factory phono sales breakdown, see p. 11.

BEHIND SONY-PARAMOUNT COLOR-TV PACT: Paramount's single-gun Lawrence color tube moved off dead center last week with announcement that Japan's post-war electronics phenomenon, Sony Corp., had entered into licensing agreement to develop and produce Chromatron tube & set for sale in certain unspecified markets outside U.S.

Paramount has been showing its improved tube & circuits to U.S. tube & set makers for last few months in N.Y., but has signed up no domestic licensees yet.

Although few details of Sony deal have been announced, it's known that Sony is assigning large number of engineers to further development of single-gun tube & simplified color set—and that no production is planned before 1963 at earliest.

Nobody knows for sure what Sony's aim is, but here is our educated guess: That Sony hopes to produce portable color set. Here's our reasoning: (1) Sony made its name in portable consumer electronics, is credited with being first Japanese firm to make transistor radios. (2) Sony entered TV field with 8-in. transistor

black & white set, now being marketed in this country. (3) Chromatron color set circuit is capable of being produced in compact package. (4) In small screen sizes, Chromatron tube already is capable of almost fantastic brightness, which appears to improve its color rendition.

Although basic size of Chromatron being produced experimentally by Paramount Pictures is 22-in. (rectangular, 90 degrees), there's no reason to believe tube can't be produced in much smaller sizes.

Paramount still hopes to license U.S. firms to make & market its single-gun tube & associated sets. Pointedly, however, releases from N.Y. & Tokyo announcing licensing deal did not specify Sony's "territory." Therefore, it's assumed license can be extended to cover U.S. marketing if Paramount gets no U.S. licensee. Sony research facilities and engineering know-how can be big boon to Paramount in further developing & refining tube & circuits.

Announcement from Tokyo said "Sony believes the one gun Chromatron color tube has inherent properties which will enable Sony to make a color TV set available to the public which will be brighter, less bulky, have less service problems and cost less than current sets presently available." Pact is subject to Japanese govt. approval.

3M TAPE-CHANGER NEAR PRODUCTION: Minnesota Mining's long-delayed tape cartridge & changer system is now ready for production, and first automatic tape changers will be marketed this year by 3M subsidiary Revere Camera. So we were told last week by Revere vp George J. Wachholz.

Changers to accommodate the tiny tape cartridges will be available first in portable tape recorders under Revere label, but tape-changer decks will also be available to phono console manufacturers. Wachholz says Revere has succeeded in simplifying mechanism originally developed by CBS Labs and shown to engineers & newsmen nearly 2 years ago (Vol. 16:13 p18).

Cartridge tape-changer machines will be "competitive" with present open-reel tape recorders, Wachholz said. Tiny tape cartridges—which look like slightly oversize graham crackers—play up to full hour in stereo and are played & changed automatically just like records. Consumer never touches tape.

Current plans call for use of 3 tracks on pre-recorded stereo tapes—3rd track being "reverb" track containing scientifically recorded reverberation for maximum presence. Although idea of 3M is to make tape as easy to use as disc, tape cartridges probably will cost more than LP records at outset—but Wachholz believes their advantages will make them worth extra money to consumers. Among these are higher fidelity and virtual lack of deterioration.

Can 3M system coexist with RCA's already established cartridge-tape system? Wachholz thinks it can. "There's always room for more than one or 2 people in the field," he said. As to timing, best guess now is that Revere's machine will be on market in fall.

NEW MARKETS OPENING FOR PRIVATE LABEL TV: New customers & profits loom for manufacturers of private label TVs as more & more department stores, variety chains, discounters and other volume retailers succumb to profit appeal of higher-margin, house-branded sets. So we were told last week by leaders in tight little world of private-label set makers.

There was a time, not long ago, when you-name-the-brand TV manufacturers were all over the lot and in a host of lofts. Today, number of private-label manufacturers can be counted on one hand, with fingers to spare. Industry's Big 3 private labelers are Wells-Gardner, which puts all of its production into private brands; Trav-Ler, whose private-label business now accounts for 70% of its over-all volume and is increasing; Muntz TV, now doing 20% of its business in other brands, but shooting for "goal of one-third, which we hope to hit within 2 years, by end of 1963," vp Jack Simberg told us.

Symphonic Electronic also is private labeler, but not yet much of a factor. It came into field last year house branding for Boston's Jordan Marsh Dept. Store, but had some production difficulties, turned out few sets. But Symphonic is now definitely in field and "we'll certainly be more active in 1962," spokesman told us. "It's an attractive field. Every time a new chain opens up, you have a customer for 50,000 TV sets." Onetime private labelers Warwick Mfg. & Pacific Mercury, because of their strong Sears Roebuck affiliation, more accurately qualify now as national brand manufacturers. Sylvania, another onetime active private labeler, is now private branding TVs only for its recently divorced affiliate Golden Shield Corp. (jewelry & furniture outlets), will discontinue that private label production when present commitment expires (Vol. 2:2 p8).

We had lengthy discussions with 2 industry leaders last week—Wells-Gardner Pres. Grant Gardner (see p. 10) & Muntz TV vp Jack Simberg, came up with divergent views on nature, status and future of private

label industry. Just about only unanimity we found centered on 1961 business and outlook for 1962. Here are some of their views:

1961-62 business: Well-Gardner's 1961 sales "were about on a par with 1960 and we believe that profit will be about the same," Gardner told us. "We'll know after final accounting. The outlook for 1962 is one of continued growth among our regular accounts, and considerably more business developing among large chains which up till now haven't been in private label." Gardner told us that Wells-Gardner is set up to handle only volume production runs, doesn't go out for business from small chains & independent stores. "We now produce private labels for about 10 different major companies," he said. Among them: Montgomery Ward, W. T. Grant, Western Auto Supply, Gamble-Skogmo.

Muntz TV's 1961 private label business was "up somewhat in both sales & profits," Simberg told us. "We're looking for a 5% increase in the first half of 1962, and a 10% increase in the 2nd half when we'll be heavy in portable business." Muntz's private-brand business is wrapped around giant Allied Purchasing, which has some 80 or more outlets in some 50 markets. "We fill in other areas," Simberg said, "by going after large independent department stores and discount operations that want to participate in an over-all program. That's really our area of growth." Muntz private labels for these independents on a one-to-a-city basis.

Color TV: "There is a growing demand for color sets," Gardner told us," and from all indications from all of our major customers we will be required to furnish color sets by no later than September of this year." He said that Wells-Gardner has made a "few experimental color sets," that its plant is completely equipped to produce color, that "no decision has been made as yet as to whether we'll buy or make our own color chassis."

Muntz finds that "although there has been some conversation in some areas, there are no concrete signs of a color demand." Continued Simberg: "We are seriously looking at color and will move into it again when & if we are convinced that we can make a profit. National brand manufacturers are required to add color to their lines to protect their dealers, even though both may know there's no money in it. The private label manufacturer doesn't have that problem, isn't required to go into color just as a service."

Set production: Wells-Gardner produces for its customers 17-in. & 19-in. portables, 23-in. consoles, 3-way home entertainment centers and stereo hi-fi combos. "There has been some little interest in smaller TVs," Gardner noted, "but we are not producing them and have no immediate plans" to make 14-in. & 8-in. sizes.

Muntz "doesn't try to build all the models necessary to satisfy all styling needs." Simberg said "we build only what we call bread & butter sets—models that move in volume. We now carry about 6 models —19-in. & 23-in. sets only."

Trends: Wells-Gardner believes that private-label competition has about stabilized, that there is more interest among bigger department stores in handling private label merchandise. Gardner foresees an era of continuing growth. The same interest by more & more stores is also noted by Simberg, who told us that Muntz "right now is negotiating in 15 different markets" to establish private label customers.

"We offer individual styling at national prices, as part of an over-all program," he said, "and we're going after the independent stores that want private label but heretofore couldn't afford it. We try to sell the bigger stores on a 50-50 balance—that is, carry a national brand for brand-conscious customers and to bring shoppers in, but also carry a more competitive & profitable private label line."

TOPICS & TRENDS

Sonora trademark has been sold again—this time by Trav-Ler to its N.Y. distributor Park Radio Service, which will handle national distribution for new Sonora line of home entertainment products. Trav-Ler will manufacture Sonora line for Park Radio—including TVs, stereo phonos, radios & tape recorders. Trav-Ler said Park's initial order for Sonora products totaled more than $2 million. Park Radio has established new subsidiary, Sonora Corp. of America, headed by Park's national sales mgr. Edwin Antin, to distribute Sonora products. New line will be shown next month in N.Y.

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Washington appliance firm, George's Radio, has been ordered by FTC to stop advertising that "manufacturers' suggested list prices" were standard prices charged by other Washington-area stores in contrast to George's much-lower advertised prices. FTC opinion by Chmn. Dixon upheld initial decision of hearing examiner last June, noted that use of term "Mfr's. Sug. List" creates impression that there is usual & customary retail price for product in certain trade area. This was not true of products in question in area served by George's, Commission declared, thus company's ads constituted deceptive pricing & savings claims.

Study of proposed AM-stereo systems will be made by EIA's engineering dept., to determine whether formal proposal to FCC is warranted. Delco Radio's C. J. Votava, chairman of EIA's AM stereo study group, urged companies with interest in AM stereo—or with technical proposals—to submit names of representatives or brief descriptions of their systems to him in care of EIA Engineering Dept., 11 W. 42nd St., N.Y. 36.

Meanwhile, 59th FM-stereo station began operation. It's WBBB-FM Burlington, N.C.

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EIA has had to turn down invitation by Japanese EIA to send 4-man delegation to study Japanese industry & discuss mutual problems. Invitation was first accepted last month (Vol. 1:12 p10), but plans were canceled at request of EIA attorneys because of possible anti-trust implications.

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Reverb has been added to car radios as $29.95 accessory by Motorola, which is now offering "Vibrasonic" attachment, including rear speaker & dash control. Motorola claims reverb is particularly necessary in autos because padding & insulation absorb sound and eliminate normal reflected sound energy.

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Transistorized sound system-intercom for builders' market was announced last week by GE. Package includes 10-station master unit with 7-transistor AM radio, 3 indoor remote stations, one outdoor station. Phono, FM radio or tape recorder can be plugged into master unit.

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Two new low-cost front-end FM tuners are being offered to industry by F. W. Sickles Div. of General Instrument. The single-tube units are designed to accommodate FM-stereo adapters.

TV-RADIO PRODUCTION: EIA statistics for week ended Jan. 19 (3rd week of 1962):

	Jan. 13-19	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	129,986	133,927	100,152	345,021	257,112
Total radio	343,290	213,311	257,037	972,898	759,455
auto radio	132,087	136,661	82,389	386,106	275,399

Trade Personals

Robert S. Alexander named Wells-Gardner Electronics chmn., succeeded as president by exec. vp **Grant Gardner**. Chairman post had been vacant for some 2 years. Other Wells-Gardner changes: **Alan Grant**, to sales vp, a new post, from sales mgr.; exec. vp **Albert S. Wells Jr.** also appointed gen. mgr., a post unfilled for 3 years.

Roger Lewis, Pan American World Airways exec. vp for administration, elected General Dynamics pres. & chief executive officer, succeeding **Frank Pace Jr.** in latter office. Pres. **Earl D. Johnson** succeeds Pace as chmn. Pace will resign in April, when Lewis & Johnson appointments become effective.

Irving Rossman resigns as Pentron Electronics pres.; Chmn. Osborne Andreas now also pres. pro tem.; secy. **Marshall Peiros** named to new post of exec. vp.

Seymour Mintz, Capehart Consumer Products Div. vp, resigns effective Feb. 16; his duties will be assumed by **Harold Weiss**, appointed eastern division sales mgr., and **Gene Gillis**, midwest sales mgr., who join Capehart in these new posts from Van Wyck International Corp.

J. A. Rishel Jr., vp-gen. mgr. of Philco's pre-Ford Laundry Div., **Robert G. Meinken**, laundry products mktg. mgr., and **John T. Morgan**, associate distributor accounts mgr., Consumer Products Div., have resigned effective Feb. 1.

Joseph J. Bokan, ITT Components Div. pres., also appointed gen. mgr. of ITT's U.S. Components, Cable & Wire Group which embraces ITT Components Div., ITT Distributor Products Div., Royal Electric Corp., Superenant Mfg. Co.

John J. Luttrell, ex-Temple Steel Co., joins Webcor as financial vp . . . **John J. Davis**, former Sylvania Lighting Products Div. controller, elected vp-controller of Ryder System; succeeded by **F. Guy Melanson** . . . **Chris L. Wanlass**, ex-Ford Aeronutronics Div. physical electronics & bionics dir., named Packard Bell Computer research & development vp . . . **Leslie M. Maxim** named pres. Standard Kollsman subsidiary Stankolls Inc., continues as vp-mktg. dir. of Casco Products.

C. W. Frederick appointed mfg. mgr., Cornell-Dubilier New Bedford, Mass., plant . . . **Joseph Stern**, former technical rep, promoted to market mgr. Pittsburgh Plate Glass product development dept., specializing in industrial glasses, including TV glass; **R. F. Raymond** succeeds Stern; **Henry Kogel**, ex-EIA engineering dept., added to PPG's field staff in step-up of TV activity.

Theodore S. Briskin, Revere Camera vp-gen. mgr., resigns effective March 1 to move to West Coast, succeeded by vp **G. J. Wachholz** . . **Harold Dittenhoefer**, Symphonic Electronic Contract Div. mgr., resigns.

Frederick J. Anderson appointed Sylvania Electronic Systems eastern operation engineering dir., Waltham, Mass.

Edward A. Ravenscroft, Abbott Labs exec. vp, named to board of Television-Electronics Fund.

Obituary

Mrs. Helen Dorfman Avnet, 63, wife of Avnet Electronics vp-treas. Charles Avnet, died Jan. 23 in her N.Y. apartment after a brief illness. She is survived by her husband, 3 sons, a daughter.

REVIEWS & FORECASTS: RCA sales & profits should move up this year from last because of rising sales of computers & color TV sets, Chmn. David Sarnoff reported. He also expects profit to register a sharper percentage gain than sales. Sarnoff said that RCA's net income in 1961 did not change "appreciably" from 1960's $35,117,000 ($2.10 a share) earned on record $1,495,000,000 sales.

Although RCA's current data-processing business is operating at a loss, it has become one of the company's "fastest growing major businesses," he said. Gross income this year from all RCA data-processing activities, military and commercial, will probably be "substantially in excess of $200 million, considerably higher than last year." He added that through rising sales & "more efficient operating procedures, we anticipate a reduction of approximately 50% in 1962 data-processing costs" compared with last year. "We expect the costs in 1963 to be reduced by half again, and we hope to realize a profit in data-processing within 2 or 3 years."

* * *

Packard Bell Electronics earned more than $450,000 on about $11-million sales in fiscal-1962's first quarter ended Dec. 31 (Vol. 2:1 p10), Pres. Robert S. Bell told the annual meeting. This compared with a net loss of $365,969 on $8.7-million sales a year earlier. Bell forecast fiscal-1962 sales of more than $46 million (vs. $31,887,807 in fiscal 1961) but did not predict earnings. Company lost $9.5 million in fiscal 1961. Bell also confirmed that Consumer Products Div. lost $400,000 last year on a sales drop to $12.5 million from $16.5 million the preceding year. Sales forecast for this year: $19-million plus. Commenting on company's new policy of franchising exclusive dealers in the East (Vol. 17:9 p15), Bell told stockholders: "We are shooting for the Eastern carriage trade." This could mean an increase of $2 million to $3 million in sales outside PB's traditional trading area of 13 Western states "several years from now—and with no overhead." Home Products Div. vp Kenneth R. Johnson said Packard Bell has 30 franchised dealers outside its major area—in the East, Midwest and South. Plans call for an additional 15 markets to be covered by this June.

* * *

Emerson Radio & Phonograph posted a 10% rise in earnings on an 11% sales gain in its 1961 fiscal year ended Oct. 31 (see financial table). Pres. Benjamin Abrams attributed the improved performance to "strong demand, particularly during the last quarter," for Emerson TVs, radios & stereo phono & combos. He also noted "rising consumer interest in color TV receivers" and resultant "markedly increased sales" in 1961. Abrams also said that Emerson's new Emertron subsidiary, in its first fiscal year, earned $333,499 on $14,005,269 sales, compared with predecessor Emerson Govt. Electronics Div.'s fiscal-1960 pro forma net loss of $42,352 on $10,366,487 sales. At the end of the fiscal year, Emerson's working capital totaled $28,-648,042 (vs. $27,715,227 on Oct. 31, 1960); long-term debt was reduced by $575,000 duirng the year.

* * *

Admiral sales in 1961's final quarter rose 30% from a year earlier and pushed total 1961 sales more than $3 million ahead of 1960. Exec. vp Vincent Barreca estimated a 4th quarter sales gain to more than $55 million from $42.9 million a year earlier, and a total 1961 sales gain to more than $191 million from $188 million in 1960. He attributed sales surge largely to popularity of Admiral's TV line, including color, and stereo phonos.

Muntz TV expects "to be free & clear of all pre-reorganization debts a year from now," Chmn. Floyd G. Dana said recently, noting that the $4.5 million debt left by the predecessor management in 1957 has been reduced to $900,000. "A very important step in reducing this debt," Dana said, was the acceptance by creditors of 200,000 common shares (at $6 a share) in exchange for $1.2 million of Muntz promissory notes. Dana also said that Muntz will now consider a change of name. He also forecast that Muntz will earn about $336,340 (23¢ a share on 1,409,982 outstanding) on $3,434,000 sales in its 2nd fiscal quarter ending Feb. 28, said "further gains in retail sales may be foreshadowed by the steady expansion in consumer incomes." Muntz TV sales vp Jack Simberg told us that Muntz' 1961 TV set production totaled about 90,000 sets—or about 1.5% of industry. "Our goal is 180,000 sets, or 3%," he said, adding that Muntz plans to "hold the line to around 2,000 dealers and will stay in those markets where it has identification."

Phono Sales Breakdown: Official 11-month tabulation of factory phono sales, released last week by EIA, shows unit sales continued to lag sharply behind 1960 in November. In fact, only in April & May did 1961 monthly unit sales exceed those of 1960.

EIA has already estimated 1961 unit phono sales at about 3.9 million (see p. 7), so it's probable that December sales also fell short of comparable 1960 month (419,000 in 1960 vs. less than 400,000 in 1961). EIA's figures:

PHONO FACTORY SALES

Month	1961			1960		
	Mono	Stereo	Total	Mono	Stereo	Total
January	80,366	211,383	291,749	118,400	341,329	459,729
February	50,710	204,638	255,348	92,648	324,666	417,315
March	62,396	227,469	289,865	63,264	242,523	305,787
April	53,074	152,974	206,048	30,962	142,409	173,371
May	53,887	142,450	196,337	36,793	146,176	182,962
June	61,533	197,170	258,703	69,293	198,407	267,700
July	70,681	171,331	242,012	70,992	222,559	293,551
August	106,157	242,164	348,321	109,321	307,517	410,838
September	124,142	328,045	452,187	146,997	384,289	531,286
October	151,580	350,254	501,834	143,160	391,821	534,981
November	141,083	358,285	499,368	177,786	343,006	520,792
TOTAL	955,609	2,586,163	3,541,772	1,059,617	3,044,702	4,104,319

Distributor Notes: RCA Distributing Corp., Atlanta, (A. C. Nerness, vp in charge), promotes R. L. Pettit to sales mgr., home instrument sales dept. . . . Sylvania appoints Jack R. Staples East Central district mgr., electronic tubes, headquartering in Cleveland area . . . New Sylvania distributors: Acme Commercial Corp. (1806 W. Broad St.), Richmond, Va. (Sam Wurtzel, pres.), for Norfolk area; Air Conditioning Wholesalers (2276A Washington St.), Newton Lower Falls, Mass. (Howard E. Davis Jr., pres.) for Boston area.

Jerrold Electronics Corp. has denied FTC complaint charging misrepresentation of its "TV Receptor," which it no longer makes, and asked Commission to dismiss complaint. Company said its claims that receptor is adjustable, has tuning device, is superior to "rabbit ear" antennas & outperforms roof-top antennas in many locations "are true & correct."

Color TV enthusiast: Richard Matis, young linotype operator at one of our printers, Radnor Graphic Arts, Radnor, Pa., has had RCA color set for 3 years, last week claimed a "first." He took 8-mm movie shot of NBC's peacock, using Kodachrome II film, *f*1.8 lens, darkened room, asserted "it looks swell." "I'm still fascinated by color," he said. "I can watch it for hours. I can look at a whole game and not know the score."

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Avco	1961—year to Nov. 30	$323,142,012	$25,513,052	$12,982,052[1]	$1.24[2]	10,511,500
	1960—year to Nov. 30	322,744,957	19,300,001	10,021,501	.97[2]	10,301,956
Emerson Radio Story p. 11.	1961—year to Oct. 31	70,903,466	3,751,344	1,851,684	.84	2,211,492
	1960—year to Oct. 31	63,776,658	3,250,196	1,686,568	.76	2,119,685
Indiana General	1961—9 mo. to Sept. 30	15,799,749[1]	2,277,340	1,120,250	.97	1,150,002
	1960—9 mo. to Sept. 30	14,616,244	2,045,606	1,004,076	.87	1,150,002
ITT	1961—year to Dec. 31	929,000,000	—	36,000,000	2.18	15,698,524
	1960—year to Dec. 31	869,000,000	—	32,000,000	1.96	15,534,307
Polarad Electronics	1961—6 mo. to Dec. 31[3]	4,600,000	—	(225,000)	—	1,403,517
	1960—6 mo. to Dec. 31	6,204,676	—	26,773	.02	1,325,692
Raytheon	1961—year to Dec. 31[3]	562,901,000	—	6,877,000	1.69[2]	3,891,672
	1960—year to Dec. 31	539,975,000	—	8,105,000[4]	2.09[2]	3,728,247
Seeburg	1961—year to Oct. 31	35,277,000	—	1,051,145	.55	1,916,313
	1960—year to Oct. 31	29,934,000	—	1,226,225	.64	1,916,313
Siegler	1961—6 mo. to Dec. 31	58,222,602	4,115,760	2,204,517	.96[2]	2,261,879
	1960—6 mo. to Dec. 31	49,053,963	3,535,566	1,776,865	.77[2]	2,261,879
	1961—qtr. to Dec. 31	30,133,052	—	1,168,263	.51[2]	2,261,879
	1960—qtr. to Dec. 31	24,770,840	—	819,371	.35[2]	2,261,879
Tung-Sol	1961—year to Dec. 31[3]	66,500,000	—	1,500,000	—	925,858
	1960—year to Dec. 31	66,471,971	—	1,476,259	1.37	924,521
	1961—qtr. to Dec. 31[3]	18,400,000	—	550,000	—	925,858
	1960—qtr. to Dec. 31	14,900,000	—	138,000	—	924,521

Notes: [1]Record. [2]After preferred dividends. [3]Preliminary report. [4]Before non-recurring net income of $3.4 million.

Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
IBM	Q	$0.75	Mar. 10	Feb. 9
Maxson Electronics	Q	.05	Mar. 1	Feb. 15
National Video "A"	Q	.12½	Feb. 26	Feb. 5
Paramount Pictures	Q	.50	Mar. 9	Feb. 23
Raytheon	Stk.	3%	Mar. 19	Feb. 23
Siegler	Q	.10	Mar. 1	Feb. 15
Stanley Warner	Q	.30	Feb. 23	Feb. 8
Stewart-Warner	Q	.35	Mar. 10	Feb. 16
Storer Bcstg.	Q	.45	Mar. 9	Feb. 23
Storer Bcstg. Class B	Q	.12½	Mar. 9	Feb. 23
TV-Electronics Fund	—	.03	Feb. 28	Jan. 26
Wometco Entps. "A"	Q	.17½	Mar. 15	Mar. 1
Wometco Entps. "B"	Q	.06½	Mar. 15	Mar. 1

Mergers & acquisitions: Sprague Electric has acquired controlling interest in Telegraph Condenser Co. (Canada) Ltd., Toronto, which will be renamed Sprague-TCC (Canada) Ltd. The Canadian firm manufactures electrolytic & tantalum capacitors, will also sell Sprague products • Daystrom and Schlumberger Ltd. stockholders have approved a merger under terms calling for exchange of one share of Schlumberger common for 2 of Daystrom. Latter's chairman, Thomas Roy Jones, will become vice chmn. of Schlumberger, Houston-based oil & electronics firm. Daystrom Pres. John B. Montgomery will become pres. & chief executive officer of Schlumberger subsidiary which will continue operation of Daystrom • Columbia Pictures subsidiary Screen Gems has purchased for more than $1 million cash Cellomatic Corp., audio-visual production & equipment firm • Dynamics Corp. of America has established subsidiary Digital Measurements Ltd. in England to design & produce factory automation & data processing equipment & systems for industrial plants in Britain and Western Europe • International Resistance has purchased for cash Frontier Electronics, Cleveland designer & manufacturer of industrial & military electronic controls, components and timing devices • Arvin Industries has acquired Westgate Lab, Yellow Springs, O. designer & developer of electronic, communications and optical systems & devices for industrial & military use. Arvin will exchange 7,535 shares for all of Westgate's common stock.

NT&T will be renamed National General Corp. if stockholders approve at the Feb. 20 annual meeting. Explaining need for more representative name, NT&T pointed out that it no longer owns & operates TV or radio stations. It does plan, however, "to enlarge & diversify its scope of activities in addition to a continuation of its theatre exhibition business."

Growth Programs Inc. has been formed in N.Y. (535 Fifth Ave.) to serve as sponsor of plans for the accumulation of shares of Television-Electronics Fund, electronics-oriented mutual fund. Pres. Sidney Shiff said Growth Programs has filed with SEC a registration statement covering accumulation plans to be offered to investors through registered securities dealers here & abroad.

MCA filed registration statement (SEC File 2-19633) for 165,000 shares of common stock, which company proposes to exchange in full or part for 5,000 shares of permanent stock of Columbia Savings & Loan Assn., Denver, owned by Kenneth King & Harold Taft. Latter plan to sell the MCA shares periodically on NYSE. MCA has 4,040,735 common shares outstanding, in addition to preferred. Chmn. Jules C. Stein owns 34.65% of common, Pres. Lew R. Wasserman 17.47%, management officials as a group 69.77%.

Delmonico International reports that 1961 was a record sales year. Exec. vp Herbert Kabat expects a final tally to show more than $10 million in sales, with a $2 million backlog.

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WEEKLY

Television Digest

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The authoritative service for executives in all branches of the television arts & industries

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Broadcast

ALL-CHANNEL LAW BANDWAGON DEVELOPING, Zenith & RCA breaking manufacturer ranks, NBC, ABC & NAB aboard (p. 1).

NBC TESTIMONY—HEAT & LIGHT—as Commission bridles at Sarnoff's testimony on "govt. intervention" in programming (p. 2).

NAB IN FRUITFUL FLA. SESSION votes $100,000 for research, backs all-channel bill, opposes network licensing, votes radio overcrowding study, enlarges Code Board (p. 3).

DOUBLE CHECK ON FCC N.Y. UHF PROJECT by group including MST. Plans involve putting RCA sets in homes beyond 25-mile radius of transmitter (p. 4).

Consumer Electronics

3 MANUFACTURERS NOTE BOOMING January sales. Zenith, RCA and Magnavox get new year off to flying start with big gains in TV, radio & stereo sales (p. 7).

NEW PHILCO IMAGE being built by parent Ford as fast-moving, responsive to public, profit-oriented. Philco building streamlined operation-control setup (p. 7).

'ALL-AMERICAN' SET may be disappearing as Admiral & Philco indicate interest in foreign components. Washington climate on trade cited (p. 8).

PHILCO STILL 'TESTING' ID program, will know "definitely in 30-60 days just what we're going to do" about promotion (p. 5).

ALL-CHANNEL LAW BANDWAGON DEVELOPING: Major crack has opened in TV set manufacturers' hitherto solid front against legislation which would require them to build all sets with ability to receive both vhf & uhf.

Zenith & RCA have broken loose. Zenith's marketing exec. vp. Leonard Truesdell told us last week: "We don't object to it at all. We won't fight it. We are in favor of whatever is best for the industry and the public." RCA wouldn't comment, but it undoubtdly backs NBC Chmn. Robert Sarnoff, who came out for legislation in FCC's network hearing last week. Between them, Zenith & RCA produce more than ⅓ of all TV sets—ranking No. 1 & 2.

Though there were rumors Admiral has come out for legislation, spokesman told us flatly that they're false—that it still opposes bill. He said position remains unchanged from that given us last Oct. (Vol. 1:4 p9). Admiral wants all TV to go to uhf after 3 years. During 3-year transition period, govt. should remove excise tax on all-channel sets, so that public wouldn't be penalized by extra cost.

During FCC network hearing, Sarnoff told Commission: "Although we support the purposes of the legislation, we do have a reservation about the principle involved, since it would result in requiring all purchasers of TV sets to pay more for them whether or not they want—or can use—the added feature of uhf reception.

"However, as the objective is to foster better utilization of the uhf band without reducing the value of the vhf band for TV, we feel that on balance its advantages outweigh its disadvantages and on this basis we support it."

NAB endorsed legislation, at board meeting in Fla. last week, as expected, provided that law would "preclude any action by the Commission which would delete vhf assignments." ABC will join in during testimony next week. Thus—full force of telecasting's powerhouse is behind measure.

Though Zenith isn't an EIA member, RCA is—and EIA's Consumer Products Div. members are taking another look at matter. Last time Div. members voted, opposition was unanimous—except for one abstention. Our own survey of 10 representative manufacturers last Sept. (Vol. 1:2 p8) disclosed unanimous opposition.

EIA exec. vp James Secrest, taking exception to a pro-legislation editorial in Washington Post last week, in letter to editor emphasized that industry will make anything public wants but:

"It would seem only prudent that the FCC withhold its proposed legislation until the facts on uhf are available [from N.Y. experiment]. The FCC in asking Congress to force set manufacturers to add a uhf tuner to all TV sets is putting the cart before the horse.

"Probably no manufacturers in the U.S. are more competitive than the radio-TV industry. If the public ever indicates a desire to have a washing machine attached to a TV set, some manufacturer will make it. If the combination proves popular, every manufacturer will make them."

N.Y. Times got aboard too, in Jan. 29 editorial: "There is a natural concern at the idea of the govt. prescribing what manufacturers may make. But govt. already fixes the technical standards for TV broadcasting, as it must. Without some outside force to equalize the risk, no single manufacturer is likely to push sets costing considerably more than its competitors'. Once the vicious circle was broken, the growth of uhf would be a boon to set-makers as well as to the audience."

What FCC is really waiting for is President Kennedy's endorsement. Last year, through Budget Bureau, he sent measure to Congress with indifferent "no objection." Right now, bill is again in Budget Bureau's bowels. Important angle: Commerce Secy. Hodges' view. He's been romanced by both sides, hasn't spoken up yet.

As we've noted time & again, there's every indication FCC will drop its plan to deintermix 8 markets in horse-trade for all-channel legislation. Hence the powerful vhf telecasters' support for the law, because vhf operators generally see such law staving off indefinitely, or stymying altogether, possible spread of deintermixture or govt. drive to move all TV to uhf. This is not fancy. It's fact, comes from those who know most about it.

NBC TESTIMONY—HEAT & LIGHT: FCC network hearing boiled over last week during NBC's presentation, contrasting sharply with mild simmer of CBS's appearance previous week.

That was first major characteristic of week. Second was NBC's support of all-channel-receiver legislation (see above).

It was Comr. Ford, more precisely, who boiled over—and chase was on. As chief architect, when he was chairman in 1960, of FCC's proposed network regulation bill and of its landmark program-policy statement, he finally rebelled at such statements as these from NBC Chmn. Robert Sarnoff:

"Presumably the Commission wants regulatory power over network programs so that it can do something about them. . . . The goals responsible broadcasters set for their programming are no lower than those the Commissioners might personally hold out. . . . Between the initiatives of broadcasters and the responses of audiences, the growth of constructive programming goes forward, and it would be stultified, rather than advanced, by setting official quotas to fix what the Commission might consider a sufficient effort in one field of programming or another . . . Against this remarkably effective system of free choice, some would impose the centralized authority of govt. to determine what is good for the public to see and hear."

Ford took off: "You tell me where we're trying to tell you how to program." Sarnoff replied that network regulation and the program inquiry could influence programming. Ford: "I disagree with you completely. This is so foreign to what we're trying to do." Minow: "Who's recommending govt. control?" Sarnoff said it was previous witnesses, such as producer Robert Saudek, not FCC.

Sarnoff then said he was pleased with Minow's statement at start of hearing, emphasizing FCC's no-censorship position. And Minow responded: "When did we indicate otherwise?" Sarnoff stated that FCC's recommended network regulation bill was so broad that it "could include programming" and suggested amendment to exclude programming specifically.

Sarnoff noted FCC's letter to Sen. Pastore (D-R.I.) last year, in which Commission said that the mere holding of a hearing on programming had produced more informational programs. FCC counsel Ashbrook Bryant pounced with: "The broadcasters finally got the point." Sarnoff countered: "That's just what we mean." Minow, Ford & Bartley all demanded to know whether there's anything wrong with conducting such hearings. Sarnoff said there wasn't.

That's a fair sample. Seven witnesses later, NBC senior exec. vp David Adams wrapped up network's position in a much different atmosphere. A former top FCC attorney, he retains many warm friends at Commission and was received calmly as he concluded with:

"NBC doesn't want to appear intransigent or unreasoning. We're not satisfied with the status quo. We're gratified by the program-policy statement." However, he said: (1) If network-regulation bill is intended to

do nothing that present chain regulations can do, there's no purpose or need for bill. (2) Proposed bill would regulate radio networks—and there's no hearing record showing need for such regulation. (3) If a purpose of bill is to specify what kind of information networks must give affiliates, to enable them to share greater responsibility for network programs, this can be done better through customary FCC rule-making—not through change in law. However, hearing record doesn't indicate that present information-to-affiliates is inadequate.

Between Sarnoff and Adams, there were these witnesses, in 3½ days of testimony: Walter Scott, NBC-TV exec. vp; Hugh Beville, planning & research vp; Mort Werner, NBC-TV program vp; James Stabile, vp & assoc. gen. attorney; Thomas Knode, stations relations vp; Carl Watson, broadcast standards dir.; William McAndrew, news exec. vp. Among highlights of presentations:

(1) Network costs are up, profits down, while affiliate profits rise. Commissioners & staff questioned NBC's arithmetic, want to examine it further.

(2) Advertiser influence on news & public affairs is nil, on entertainment is insignificant.

(3) "Magazine concept" for commercial placement is impractical, would drive support from medium.

(4) NBC color expenditure to date is around $50 million.

(5) "Instructions were given" regarding addition of "sex & violence" to Man and the Challenge, as charged by Sen. Dodd (Vol. 2:5 p4).

(6) Clearances for public affairs shows are going quite well.

(7) Ratings are useful and reliable for purposes for which they're used. (Ford hopped on Beville for not being more specific about weight his research recommendations were given in program scheduling.)

(8) Public's viewing of informational shows is strikingly less than the appetite they profess to pollsters This was demonstrated by U. of Ore. and ARB (Pittsburgh) surveys.

(9) NBC has engaged Eugene Gilbert & Co. to study informational programming for youth, Louis Harris & Assoc. to study material for democracy vs. communism series.

(10) NBC's financial interest in programs has no bearing on its choice of programs scheduled.

(11) Affiliates do reject sponsored programs at will; 142 are doing it right now, with evening shows.

(12) Schedule of 92 hours weekly is balanced, containing 20 categories, including 24.3% news, documentaries, talks & discussion.

(13) News & public affairs lost $12 million last year, will lose more this year—but viewer interest is rising.

With only ABC to go—this week—long program hearing is near end. In Washington, we find substantial view that Congress will go for a network-regulation bill, carefully circumscribed—nothing like measure which would have passed at height of quiz-payola scandals. It's generally believed, too, that the longer Congressional action is staved off the milder the legislation to be enacted.

Even President Kennedy was pulled into picture last week. At his news conference, he was asked about FCC-industry relationships. Kennedy said he saw no need for change in basic regulation, that Minow was seeking to persuade, not force, industry to offer more children's and public service programs. Erroneously, he said Commission does require certain percentage of public service programs.

NAB IN FRUITFUL FLA. SESSION: NAB board punched out several major decisions in Sarasota, Fla. meeting last week—including some dear to Pres. Collins' heart:

(1) Appropriated $100,000 for research & training program, presented by committee under Westinghouse stations' Donald McGannon, to "explore new levels & opportunities for program service, study major aspects of radio & TV beyond range of research now undertaken, seeking improvement in precision of radio & TV audience measurement, contribute to a fuller understanding of broadcasting's role in the national economy, including the increased effectiveness of TV-radio advertising, encourage best qualified people to enter field of communications research, & disseminate research & training information throughout the broadcast industry."

No single university was selected as center. Several will be employed, given title of "affiliated university." Financial support will be sought from ad agencies, advertisers, etc.

(2) Backed all-channel-receiver legislation (see p. 1).

(3) Opposed legislation to license networks.

(4) Authorize Collins to appoint committee to study problems of radio-station overcrowding.

(5) Authorized study of makeup of radio & TV boards.

(6) Enlarged TV Code Review Board from to 7 to 9, adding one member from each TV network.

(7) Decided to hold fall conferences in 9 odd-numbered districts one year, in 8 even-numbered districts next—starting in 1963.

(8) Voted study of CATV legislation to give FCC power to regulate systems which may depress revenues of small-town stations.

(9) Deferred study of "over-all reorganization of FCC."

DOUBLE CHECK ON FCC N.Y. UHF PROJECT: Others in addition to FCC are making propagation measurements of Commission's experimental WUHF (Ch. 31)—evidently to satisfy themselves and supplement FCC's findings.

Assn. of Maximum Service Telecasters has had consulting engineers A. D. Ring & Co. making field strength studies, with mobile unit, etc., for some months. Now, a group including MST is prepared to make in-home viewer-reaction studies similar to those being made by Commission.

Financing of $100,000 project will come from MST, unidentified multiple station owners and several station reps. MST will coordinate.

The new studies will use exactly the same kind of RCA vhf-uhf sets used by the Commission—employing at least 100 receivers. These will be placed in homes beyond 25-mile radius of transmitter, because FCC hasn't gone beyond that distance. However, Comr. Lee, sparkplug of Commission's project, says FCC plans call for placement of sets beyond 25 miles, too. Incidentally, he said he welcomed all studies others might make. The MST-et-al. group will use Jerrold Electronics Corp. to install & measure—just as FCC does. However, group looks toward leaving sets in each home year or so—contrasted with Commission, which moves them every few days or weeks. FCC puts sets where Census Bureau statisticians say they must go for proper sample. Installers continue to meet housewifely reluctance, some 30% refusing to cooperate.

Personals

Everett E. Revercomb unanimously re-elected to 7th term as NAB secy.-treas. . . . **Leonard F. Ostrom** and **William S. Hamill** named Nielsen vps . . . **James Marshutz**, ex-J. Walter Thompson senior TV producer, named vp & sales mgr. for Paramount's SIB Productions.

Giles Miller, operator of radio KOKE Austin & KBUY Amarillo, is candidate for congressman-at-large in May Republican primary . . . **Richard M. Allerton**, ex-NAB research mgr., establishes consultancy in management, sales & research, 20 Arkendale Rd., Alexandria, Va. (South 8-4949).

Richard Krolik leaves own PR firm to become general executive with Time-Life stations . . . **Daniel B. Burke**, WTEN Albany-Schenectady-Troy gen. mgr., elected Capital Cities Bcstg. vp . . . **George Vickery**, ex-WJBF Augusta promotion mgr., assumes similar post at WTVJ Miami.

David Lundy named Blair TV exec. vp, succeeding Richard L. Foote, resigned . . . **Max M. Everett**, ex-Everett-McKinney pres., named business development vp, H-R TV & H-R Reps . . . **Richard M. Walker** named Atlanta mgr. of radio rep Robert E. Eastman & Co.

Richard Williams, ex-Everett-McKinney Inc. (reps), named director of sales & promotion, N. C. Rorabaugh Co. (TV advertising research) . . . **Edward Codel**, Katz Agency exec. vp, named chairman of SRA awards program for 1962.

Daniel J. Kornfeld, ex-WNEW-TV N.Y., named production dir., TV Affiliates Corp. . . . **John P. Barton & Jeanette F. Sytsma**, Intercontinental Services Ltd. vps, will head newly-created separate ISL TV & radio depts., respectively . . . **Carl V. Ragsdale** appointed Eastern sales & production vp, Roland Reed Productions.

J. Robert Myers promoted to managing dir. of NBC International's new Federal Nigerian TV Service, in Lagos . . . **Nick Gearhart**, ex-KFMB-TV San Diego & WWL-TV New Orleans, named KHOU-TV Houston news editor, replacing Dan Rather, who joins CBS news . . . **Philip C. Cohan**, ex-CBS press information dept., opens own PR firm at 616 W. 54th St., N.Y.

Mrs. Florence Lowe named Washington coordinator of special projects, Metropolitan Bcstg.; **Richard E. Drummy Jr.** ex-WFAA-TV Dallas, named Los Angeles sales mgr. Metropolitan Bcstg. National Sales; **John H. Bone & George Finnegan** promoted to vp-gen. mgr. of Metropolitan's WTVP Decatur & WTVH Peoria, respectively.

Death of Sen. Schoeppel (R-Kan.) brought expressions of "respect and sorrow" from FCC commissioners in resolution sent to Senate. Schoeppel was ranking Republican on Commerce Committee.

FCC Comr. Robert E. Lee speaks Feb. 16 at annual IRE Fellows dinner, Tappan Hill Restaurant, Tarrytown, N.Y.

Radio Moscow newscasts over 6 McLendon stations in 4 states (Vol. 2:5 p2) have produced favorable reactions so far. KABL San Francisco & KEEL Shreveport reported good response but KABL said it was waiting for "the kooks who will complain." WSYL Buffalo reported 50 calls in 7 hours, most inquisitive, none critical. Typical of Russian "news" picked up: "Thousand New Yorkers marching in disarmament demonstration," and denunciation of wealthy Hunt and Murchison families of Texas as "radicals, John Birchers and typical imperialists." McLendon news vp Joe Long said technical reception from Moscow generally has been poor, not all stations picking up good signals.

Despite threat of $400,000 suit, NBC planned to televise "The Forgery" on its *Dupont Show of the Week* Feb. 4. Program deals with sensational 1947 art-fraud trial in Holland of Hans Van Meegeren, who died before serving sentence for forging paintings of celebrated artists. Van Meegeren's widow and his attorney filed invasion of privacy suit in Washington District Court, asked $400,000 damages if show is broadcast. NBC said its attorneys were studying case, and it still intended to carry program. District Court Judge John Sirica declined to enjoin telecast, saying that plaintiffs will have adequate legal remedies if they can prove damages.

Decision on satellite communications system ownership & operation has been made by President Kennedy, will be described in recommendations to Congress this week. Reportedly, he has accepted view of National Space Council, under Vice President Johnson, to allow ownership by international & domestic carriers and equipment makers—broadening base beyond the tentative international carriers-only concept of FCC & NASA. Also, President is said to be planning to recommend shift of policy-making decisions on system from FCC to Congress.

Wis. Community Antenna system, Wausau, has been purchased for more than $200,000 by Americantenna Corp., Denver. System serves 1,200 subscribers, will be expanded to communities of Rib Mountain, Rothschild, Schofield & Stettin, Wis. Purchaser's principals: Charles N. Bellm, pres. of Atlas General Industries, N.Y.; Wendell W. Fertig, exec. secy., Colo. School of Mines Alumni Assn.; Calvin G. Heisler, Boettcher & Co., Denver.

Independent KTVR (Ch. 2) Denver has been bought for $2 million from Gotham Bcstg. (Elroy McCaw) by CATV executive Bill Daniels. He plans to move station to new quarters, build taller tower, "soon as possible." He's pres. of Daniels & Assoc., management & brokerage firm which operates 33 CATV systems in 12 states, and of Televents Inc., operator of 7 systems in Colo.

VOA's 20th anniversary will be celebrated in Washington Feb. 26 with President Kennedy delivering worldwide broadcast. Audience will include members of Congress, top industry people. Other speakers: Secy. of State Rusk, USIA Dir. Murrow, VOA Dir. Loomis.

Navy communications facilities at Sabana Seca, P.R., will be used by FCC for monitoring activities under provisions of recent FCC-Navy agreement. Move is in line with recent Presidential directive to agency heads to boost effectiveness & economy by coordinating activities.

Saving of $125,000 is expected by educational WEDH-TV (Ch. 24) Hartford through joint use of WTIC facilities. WTIC-TV last July gave $30,000 to ETV group, plans to build new tower to handle WEDH-TV & WTIC-FM.

NBC's "Battle of Newburgh" may be just beginning. Rep. Katharine St. George (R-N.Y.) last week read telegram on House floor, from City Mgr. Joseph McD. Mitchell who charged program on public welfare was "hopelessly biased and misleading" and grievously damaging to city. Pledge of NBC Dir. Arthur Zegart to present impartial show (*White Paper No. 9*) was "broken in shameless treachery," Mitchell declared, adding "NBC has done a gigantic disservice to the cause of impartial public enlightenment." Rep. St. George said inquiries revealed most Newburghers agree, as did some of TV columnists. NBC denied charges, said program was "objective & fair report." Network cited telegrams received from HEW Secy. Abraham Ribicoff and Newburgh Mayor William D. Ryan, who praised show as "factual report" and a "needed public service." Newburgh officials have asked full FCC investigation of program.

Prohibit TV & movie exports from U.S., a Protestant missionary has urged government. Rev. Dr. Truman B. Douglas, exec. vp of Board for Homeland Ministries of United Church of Christ, said American TV programs & movies "warp and debase the image of American life." He told meeting of his board: "I have come to regard the misrepresentations of American life and purposes by the movies and TV as a subtler and more disastrous form of treason than the activities of a hundred professional spies and saboteurs."

N.Y.'s new ETV Ch. 13 will go on air about Sept. 1. Dr. Samuel B. Gould, pres. of Educational TV for the Metropolitan Area, said group would seek permission from FCC to delay start until fall to develop "top quality" programming. Initial schedule will consist of school instruction 9:20 a.m.-3 p.m. Mon.-Fri., teacher training programs 4-5 p.m. daily. New call letters have not been selected.

James B. Pearson, attorney and former state senator, has been appointed to U.S. Senate seat of late Andrew Schoeppel (R-Kan.), ranking Republican on Senate Commerce Committee. Pearson will run for remaining 4 years of term in Nov. elections. Rep. William Avery (R-Kan.) also announced he is "very interested" in running for Schoeppel's post.

Washington's first commercial UHF station WOOK-TV (Ch. 14) will go on air on limited basis during summer. Pres. Richard Eaton said station will carry no films except commercials, is aimed primarily at Negro audience. Outlet initially will program 3 hrs. daily, all day Sunday. Eaton also plans to have WTLF (Ch. 18) Baltimore in operation as satellite of WOOK-TV within 6-12 months after latter begins telecasting.

Portrait of Benjamin Franklin, painted from life in 1767 by Scottish artist David Martin, has been presented to White House by Triangle Publications Pres. Walter H. Annenberg & Mrs. Annenberg. Mrs. Kennedy, honorary chairman of the fine arts committee, said painting will be placed in Green Room.

New translator atop Mt. Diablo, Cal. will relay TV programs of KQED San Francisco to students in Contra Costa & Solano Counties on Ch. 80. Cost of $15,000 for translator is being shared by school districts & audience.

Persistent color experimenter, Mexican Guillermo Gonzales Camarena, is reported planning color tests in Mexico City soon. In 1949 (Vol. 5:52 p6), he wrote us excitedly about his work on a "sequency" color system.

Cambodia's govt.-owned TV station will increase programming from 1-hr. daily, carry commercials.

Misbranding of 43 vitamin, mineral and other food products through radio health broadcasts was charged against Carlton Fredericks by Food & Drug Administration. Agency claimed nutrition writer & lecturer had recommended substances for treatment of ailments ranging from club feet to gray hair, said articles didn't carry adequate directions for usage. Fredericks replied in a statement that the charges constituted a "threat" to "every commentator on any subject interpreting the news on any station." Food Plus Inc., Moonachie, N.J. producer of products named by FDA, said actions are "unjustified and unwarranted," would vigorously oppose it.

Sale of KXLY-TV & KXLY Spokane (Vol. 2:4 p6) should be reconsidered, former mgr. Richard E. Jones told FCC. He asserted that sellers Norman Alexander and Joseph Harris failed to disclose to Commission that he had owned 10% and had sued and obtained judgment of $100,000 for his ownership and back pay (appeal pending in state Supreme Court). In addition, he said owners "welched" on contests, fired his son as news editor without cause.

American Women in Radio & TV will honor Senate Commerce Committee at reception Feb. 6 in Appropriations Committee hearing room of New Senate Office Bldg. Chmn. Magnuson (D-Wash.) will preview proposed broadcast legislation. Expected: Senators Monroney, Bartlett, Hartke, Case & Morton of Committee, and FCC members Minow, Bartley, Cross, Ford & Lee.

Closer network-affiliate coordination as result of current FCC hearings was predicted by Westinghouse Bcstg. Pres. Donald H. McGannon in WBTV Charlotte interview. Opportunity to establish "a better running liaison by pre-exposure & pre-monitoring of the programs involved" would solve problem of network control of TV programming; licensing of networks would not, he contended.

First prime-time non-network program venture operated by a rep—Katz Agency's "Trailblazer" plan (Vol. 1:14 p2)—will go into action next fall, with Ziv-UA's "The Story of . . ." (David Wolper production) selected as first series. The 40 Katz-repped stations get first crack in their areas, and Katz will attempt to sell program to single national or several regional sponsors.

Samuel I. Rosenman elected chairman of 20th Century-Fox, said he'll serve at least a year. Senior partner in N.Y. law firm of Rosenman, Colin, Kaye, Petschek & Freund, he will continue law practice for clients which include CBS. Fox has been suffering substantial operating losses—running $11.5 million for 36 weeks ending Sept. 30, including writeoffs of $9.2 million in movie & TV film inventories.

National Educational TV network will televise NTA's *Play of the Week* series week of Feb. 18 under grant from *TV Guide* magazine Program will be shown in Pittsburgh, Chapel Hill, Oklahoma City, Memphis, Sacramento, Tulsa, Tampa, Lincoln, Albuquerque, Athens, Ga., Gainesville, Fla., Durham, N.H.

Ford Foundation $31,000 grant has been given to educational WHYY-TV (Ch. 35) Philadelphia to conduct one-year study of feasibility of ETV network for state, which could be tied in to Eastern ETV network. James J. Magee, Pa. Dept. of Instruction TV-radio specialist, will supervise.

Tooth paste manufacturer Golden Valley National Sales & Distribution Co., Palo Alto, Cal., has been charged by FTC with falsely advertising (radio included) that its "Vademecum" tooth paste will whiten teeth or make white teeth whiter.

New international film distribution & production combine, Vid-Ex Film Distributing Corp. & Lewis S. Ginsburg Assoc., has been formed by ex-UA executive Lewis S. Ginsburg. He announced purchase of 34 foreign films, 10 in color, for U.S. TV distribution, 16 features for theater release. Vid-Ex headquarters are at Mayflower Hotel, Suite 1620, 15 Central Park W., N.Y., plus offices in New Haven & Paris.

Extensive $500,000 modernization program at KTTV Angeles begun last week includes: construction of short-wave communications center, new mobile unit, revamped video-tape facilities with addition of AMPTEC & electronic editing equipment, purchase of EMI image orthicon cameras, acquisition of "satellite" camera & transmitter unit weighing less than 100 lbs., centralizing control rooms, renovation of film-control section.

Nationwide closed-circuit telecast to raise funds for National Cultural Center (Vol. 2:4 p5) will be produced by Robert Saudek, who heads own independent producing firm in N.Y. Saudek, former ABC public affairs vp, created *Omnibus* in 1952 when he was chief of Ford Foundation TV-Radio Workshop, is TV consultant to Lincoln Center for the Performing Arts in N.Y.

"Newsfilm Station of the Year" award has been given to WFGA-TV Jacksonville in competition sponsored by National Press Photographers Assn., U. of Missouri Journalism School & *World Book Encyclopedia.* Station was cited for "best fulfilling its responsibility for TV news coverage of the community which it serves."

Community Antenna Co. Inc., serving 9,000 subscribers in Reno & Sparks, Nev., has been purchased for more than $1 million from Siegler Corp. by H & B American Corp., Beverly Hills, Cal. Purchase is 18th by H & B since entering field in 1960.

Ch. 3, Lafayette, La. has been granted to Acadian TV Corp., KTAG-TV (Ch. 25) Lake Charles agreeing to pull out of contest for Ch. 3 after getting $65,000 for expenses from Acadian.

Canadian foreign-language broadcasting is subject to new set of ground rules issued by Board of Broadcast Governors. Copies are available from BBG, 48 Rideau St., Ottawa.

TV-carrying Ranger III launched at moon failed to send decipherable pictures back to earth. Mechanism didn't re-position directional antenna to keep it pointed at earth, and resulting TV signal was too weak.

TV cameras in nurseries of Baptist Memorial Hospital, Memphis, permit mothers to peek in on babies via closed circuit. Hospital director said plan has become "sensation."

House ban on TV & radio coverage is a "blackout which diminishes public knowledge," should be dropped, Rep. Van Zandt (R-Pa.) said in newsletter to constituents.

New Census Bureau report, *Family Characteristics of Persons: March 1959,* (Series P-20, No. 112), covering composition, size, income, etc., is available for 25¢ from Bureau, Washington 25.

New Irish TV station, at Maghera, County Clare, will be built by Radio Eireann. Marconi will supply & install equipment.

WHEC-TV Rochester & WINR-TV Binghamton name H-R Television & H-R Representatives as rep.

WEAT-TV & WEAT W. Palm Beach and WINQ Tampa name Bolling rep.

WTHI-TV Terre Haute appoints Edward Petry as rep.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

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3 MANUFACTURERS NOTE BOOMING JANUARY SALES: New year got off to flying sales start, reports from Zenith, RCA and Magnavox clearly indicate, although we do understand from other quarters that business is not so good in other quarters. These 3 major manufacturers, however, apparently never had it so good.

Zenith says last month was best January in its history, more than 35% ahead of Jan. 1961, and its factory shipments of black-&-white TVs have set all-time record for any single month, with first-quarter company sales headed for new high. Color sales are reported ahead of expectations and FM-stereo production has been expanded.

RCA reports biggest home instrument January sales volume in 11 years, and best single sales month in color history. Over-all home instrument sales, said RCA, were 85% higher than Jan. 1961, with unit sales of color up 164%, black-&-white 58%, radio 121%, phono 373%. RCA Sales Corp. Chmn.-Pres. W. Walter Watts said color TV orders from distributors for February already exceed production capacity.

Magnavox's January sales jumped 40% to $12.5-13 million from $8.8 million in 1961's initial month. Pres. Frank Freimann said military orders rose as expected, but jump in sales of consumer electronic products ran counter to usual January downturn. Commercial sales rose to $6.5 million from Jan.-1961's $4.4 million and "it could have been almost $10 million" if production capacity hadn't limited shipments, he said, adding: "We couldn't begin to fill our stereo orders" in January. Freimann said current sales pace is expected to continue through first quarter, estimated Jan.-Mar. sales increase to about $55 million from $32.2 million in 1961's first quarter. Earnings, he indicated, would rise to at least $2 million from $1.4 million in Jan.-Mar. 1961. For total 1962, he foresees $200 million sales. (For more on Magnavox, see p. 12.)

THE NEW PHILCO IMAGE: A fast-moving company . . . hard-headed . . . sales-minded . . . quickly responsive to public's wants & tastes . . . profit-oriented. That's how the new Philco in the Ford constellation sees itself under 40-year-old Pres. Charles E. Beck.

As smoke begins to clear, it's evident Philco is not only still in consumer-product business but will use streamlined Ford formula in attempt to push to leadership in field. Ford will inject substantial amount of capital into Philco operation, confidently believes that consumer business can be big earner. "Our job here is to make money," says Beck. But he's also quoted: "If, over the long term, certain operations don't yield a satisfactory return, we won't continue them."

That contingency isn't even being considered now at Philco. Beck's first problem was reorganization —and that now is mainly completed. Last of major executive appointments was made last week with election of Larry H. Hyde as Philco vp & gen. mgr. of consumer products div., succeeding Henry Bowes, who Feb. 1 became ITT's govt. relations director. Like most new Philco executives, Hyde is young (37), a Ford man (last position, general purchasing agent, Ford International).

Consumer products operation will be run by 5-man team, in contrast to couple of dozen topkicks responsible for management decisions in former Philco operation. Key men involved in consumer products, in addition to Beck and Hyde, are Charles Hakimian, gen. sales & mktg. mgr. (former Philco branch sales offices supervisor); John Pfann, controller (ex-Ford); Armin Allen, product planning mgr. (former Philco electronic operations mgr.); Fred J. Meredith, gen. manufacturing mgr., (ex-Ford).

Beck, who has been a key financial official of Ford and who was in on Philco investigations & negotiations from start, is firm practitioner of Ford method of control operations. Key to new operation of Philco is

use of financial controls as management technique—and that's why Ford has brought so many of its financial management people into Philco organization. As explained by new Philco officials, controller's office is virtual heart of business operation—keeping finger on all phases of company business through financial controls.

Exit of many experienced consumer electronics marketing people from Philco has caused considerable eyebrow-raising in industry, some alarm among Philco distributors. New Philco topkicks, however, are quick to point out that many of old team remain on staff. They're quite frank in saying they wanted to keep Henry Bowes, who left to return to his favorite field of govt. relations in Washington. Consumer products mktg. vp Robert Urban, too, pulled out last November through no fault of Philco, to become president of American Safety Razor Co.

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Philco's new marketing practices, as outlined in distributor meetings by Pres. Beck, and as demonstrated in its first actions, are causing some quiet cheering among distributors. Very first major action by new Philco has been its current ad campaign, including wide use of network TV, stepped-up magazine advertising and beefed-up co-op ad program (Vol. 2:1 p8). Institutional ad approach has been abandoned for 100% product sell—and it's going to stay that way.

In its distribution pattern, Beck says Philco's policy is to favor independently-owned distributors in all locations—but company doesn't intend to drop any branch operations until it can find qualified, competent independents. This, of course, is one of toughest problems Philco has to face, and its formula for making Philco franchise attractive to independents is: Raise Philco sales volume enough to make Philco distributorship attractive.

Can auto industry techniques cope with a business in which dealerships aren't exclusive? Can Philco's new management move fast enough to respond to day-to-day competitive changes affecting dealers who handle not only Philco, but competitive makes?

"Yes," says new regime emphatically—"and we're going to use an auto industry technique to do it." Technique is Ford's "dealer council" system for rapid communication between dealer & factory, augmented by "distributor council" setup.

Here's how Ford's dealer council operation works in auto industry: In each sales district, dealers elect council to deal with manufacturer's district management on matters affecting them in the district. District councils elect representatives on regional councils; regional councils elect men to serve on national council. Problems which can't be disposed of at lower echelons go up to national council, which meets directly with top Ford management, up to & including Chmn. Henry Ford II.

Dealer councils handle virtually every type of communication in both directions between management & dealer—going into such fields as styling, product mix, prices, etc. Philco is now developing plans for both dealer councils on national & regional basis.

One prime Philco goal in its distribution: "We will put our major effort into selling the consumer—our sales dollars will be put at the point of sale. We will not spend our effort and money loading the distributor with items for his warehouse."

In overseas field, internationally-minded Ford is expected to emphasize even further Philco's highly successful foreign operations. If there's any new trend in this field, it will be for Philco to put more money in overseas affiliates for greater ownership. The philosophy: "If the business is profitable, we want a bigger piece of it."

FAREWELL TO THE 'ALL-AMERICAN' SET? Administration trade policies, Common Market concept—and rough-&-tumble competition—may eventually spell end to concept of "all-American" set, in TV as well as radio.

Most—but by no means all—manufacturers of transistor radios have swung over to concept of using imported parts where it's necessary or desirable. In TVs & tube radios, too, there is accelerating trend toward foreign tubes & components, classic example being Motorola's $139.88 portable, which uses foreign as well as domestic sources for circuit tubes & speakers (Vol. 2:3 p10).

Three stalwart holdouts against imported parts have been Admiral, Philco & Zenith. There were signs last week that at least 2 of these firms will be scouting for components to import.

Admiral purchasing director Gerald T. Keyes is currently in Japan and reportedly looking for such items as complete 6-transistor radios & TV yokes. Admiral spokesman conceded that company is now in mar-

ket for quality components from abroad. He indicated that Admiral's "Buy American" campaign is over and said it had accomplished its objective of calling attention to "unlimited" imports of Japanese electronic equipment and tariff discrimination against U.S. goods in Japan.

Philco's new president, Charles E. Beck, expressed world-trade policies of parent Ford Motor Co. in recent interview. "To be competitive, we must design, build & market our products all over the world. If we must buy components abroad, we'll do it."

Zenith is making no exploratory moves in direction of possible imports now, Zenith Sales Corp. Pres. Leonard C. Truesdell told us. "But we're alert to what's going on," he said. "We're not kidding ourselves—we can't make a $19.95 transistor radio at our quality using only American-made parts. We have no plans now, but if our dealers felt we should buy imported parts, we would certainly investigate. Right now, we're losing the $16 & $19 business [in transistor radios]—and maybe that's just as well. Our radio business is fine."

PHILCO STILL 'TESTING' ID PROGRAM: "We'll know definitely in 30 to 60 days just what we're going to do about the Instant Dividend program," a Philco executive told us last week amid growing evidence that bombshell promotion is starting to lay bombs.

ID program is now in some 350 stores across country, he said, but "Philco still considers it in a testing stage." He continued: "We still think it's an excellent promotion. We have found no basic flaws in it. We think it's good for dealers, good for consumers, good for supermarkets. If we find that it's not good for any one of these groups, we'll drop it." He emphasized that ID benefits only those consumers who buy in volume at supermarkets, noted that Philco's new Ford management was quick to drive this point home in ads in Pittsburgh papers (Vol. 2:2 p9).

Three major food chains are now evaluating merits of promotion, he said. They are Star Supermarkets, 41-store Rochester, N.Y. chain which dropped ID last week after 2-month run; The Kroger Co., which has plan in 3 Battle Creek, Mich. stores; Colonial Stores, which operates 12 outlets in Florida, North Carolina and Georgia.

"These stores are trying to determine ID's impact on sales," he told us. "It's not good enough if supermarket is just selling more merchandise to its regular customers. It has to attact new customers, otherwise its just giving back more of its profits to its regular customers. These stores want to find out, and so do we, if ID is attracting new shoppers in volume."

Meanwhile, signs continue to mount that ID is coming unglued. Star Supermarkets bowed out Feb. 3 with this statement: "It appears that we have gotten the maximum promotional value from the program during the 2-month period we have used it. Its appeal to new customers is diminishing and we will put our efforts into new programs." The Rochester chain is first to scuttle ID plan. However, in recent weeks other chains have dropped similar tape-register plans. Among them: Giant Eagle Food Markets (Vol. 2:1 p6) and Loblaw Inc., both in Pittsburgh—once ID's hottest area. In Loblaw's case, its plan promoter canceled out.

Pittsburgh's major tape-plan participant now is Thorofare, which uses Philco's ID plan in some 63 stores. Irv Hershon, sales mgr. of Philco Pittsburgh distributor J. E. Miller, told us that ID sales were down, but attributed decline to seasonal factors. "There's been no lack of interest," said, "the program's just setting down to a normal pattern. Just as with stamps and other major promotions, there was a lot of excitement and enthusiasm at first blush, but things are now stabilizing. That was to be expected." He would not divulge number of Philco dealers participating in Pittsburgh ID plan, said, however, that they were in majority.

Major problem in extending ID to large cities, such as N.Y. & Philadelphia, is how to accommodate all Philco dealers who want to participate, were told by John M. Otter, president of Philco's N.Y.-Philadelphia-N.J. distributor John M. Otter Co. Only ID area in his territory is Lansdale, Pa., where Food Fair's testing, and he considers that "a pilot project." He said that any talk that ID is going into Philadelphia is "premature." He told us: "ID has never been in cities as large as Philadelphia. We just don't know how to cut every dealer in, and we don't want to cut anyone out." He also noted that "there's been too much unfavorable talk" about tape plans, but noted that "it's beginning to die down."

We spoke with Food Fair about Lansdale test and got lukewarm response that "we're doing fairly well there, but Harrisburg & Coatesville, Pa. [Food Fair's 2 other test areas; Vol. 1:14 p7] are questionable." Food Fair told us: "We're still in the position of not having any conclusive evidence. We have no plans at this time to extend the ID plan." Food Fair began test in December, has "verbal agreement" to test for 6 months. Chain's only explanation for better performance at Lansdale: "It's a Philco factory area, and we understand that a number of Philco employes are participating in the ID program."

We visited Coatesville in December for case-history look at ID (Vol. 1:14 p7). At that time, participating Philco dealer Lipkin Furniture was highly enthusiastic. Owner Ben Bernstein told us then: "We're done a 6-month volume in 2 weeks. We're selling 10 times as many TVs & appliances as we did before 'ID' and we're moving the big, plush appliances in quantity." Last week, Lipkin Furniture ad & merchandising dir. Albert Barkov told us: ID sales "have slackened off. We're not doing too much now." He attributed decline to failure of Philco & Food Fair to publicize program. He said Lipkin ran a series of testimonial ads and sparked some sales, but since then "sales have dropped back considerably." Lipkin's best ID sellers now: stereo, dryers, freezers, TVs—in that order.

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NARDA confirmed last week that it has been talking ID with Philco's new Ford management, but would divulge no details. Exec. vp Jules Steinberg told us NARDA's official position is unchanged from condemnation of plan voted 25-2 by NARDA board recently. However, he emphasized: "Our opposition is to the tape plan, not to Philco. If Philco can change the philosophy of 'ID' without losing its competitive advantage, so much the better."

Summing up simmering ID stew, highly placed industry official told us last week: "The Ford influence is being felt at Philco. Ford deals in billions, and it's not going to risk any government entanglements over a few tape registers. Ford is evaluating the program in light of its over-all operation. Modifications which could change the nature of the plan, take out some of the strain, may very well develop over the next few weeks."

TOPICS & TRENDS

Trade isn't cooperating on FM stereo in Houston area, complain Pres. Paul E. Taft of KODA-FM and Pres. Leo J. Ringuet of Southwest Hi-Fi Assn. KODA-FM started full-time stereo broadcasting (18 hours daily) last Nov. 26, they said, with contracts with manufacturers & distributors. "The fact remains, however, that participation & support from national manufacturers was at a token level both as far as channeling merchandise to the Houston market and as far as advertising & merchandising support was concerned."

FM-stereo station No. 60 began programming, meanwhile—WISH-FM Indianapolis, which has started with one hour of stereocasting daily, and plans eventually to convert entire schedule to stereo.

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Two large electronics combines are being established in Mexico with Mexican & foreign capital. RCA is organizing consortium of electronics firms, which will include present RCA Victor Mexicana, with RCA supplying part of capital plus technical skills & patent rights. Philips of Eindhoven has established new $10-million electronics firm, with Mexicans holding majority control. Philips, which now makes TVs & radios in Mexico, will add industrial & military electronics.

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Another Japanese TV is being test-marketed in U.S. Imported by Star-Lite Merchandise Co., N.Y., it's 8-in. AC set, listing at $129.95. Star-Lite, a novelty importer, has indicated it will concentrate on electronics imports, plans complete radio-phono-recorder line, eventually hopes to offer 19-in. TV.

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IRE's 1962 International Convention, marking Institute's 50th anniversary, will be held March 26-29 in N.Y., at Waldorf Astoria Hotel & Coliseum. RCA Chmn. David Sarnoff, onetime IRE secy., will be principal speaker at Golden Anniversary Banquet March 28. More than 70,000 engineers & scientists are expected to gather from 40 countries for comprehensive program of 240 papers presented in 54 sessions, $15 million display of latest electronic equipment. Banquet tickets, $15 each, are available from IRE, 1 East 79 St., N.Y. 21 • IRE & AIEE are studying merger into consolidated organization named tentatively Institute of Electrical & Electronics Engineers. Consolidation was discussed at AIEE's Winter General Meeting last week by officials including IRE Pres. Patrick E. Haggerty & AIEE Pres. Warren H. Chase. Target date for establishment of new IEEE: Jan. 1, 1963. IREE & AIEE have subcommittees studying various aspects of merger.

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Labor shortage has hit Japan and "kicked off a wage-price spiral which ultimately could ease the sales problems of U.S. businessmen who must compete against traditionally low-priced Japanese products at home & abroad," reported recent Wall St. Journal. Unemployment in September "was down to a mere 280,000 out of a total labor force of around 46 million," noted the Journal. Indicative of scramble for workers, battery-maker Ray-O-Vac Co. (Japan) Ltd. "recently raised wages 20% for its Japanese employes," paper said, "and

distributed the equivalent of 6 months' extra pay to each worker in 1961 in the customary Japanese summer & year-end cash bonuses—the highest bonuses it has ever paid. Average Japanese wages have risen nearly 50% in the past 10 years, but 14% of the rise came in 1961 alone."

Hallicrafters has teamed with France's largest electronics firm to form a joint Chicago-based company to produce microwave tubes & devices. Hallicrafters will invest about $250,000 initially, own 42% of new company, Warnecke Electron Tubes Inc. Paris-based Compagnie Generale de Telegraphie Sans Fils will own 58%.

Motorola will open a consumer products display salon in Chicago April 1, on ground floor of Palmer House. Salon comprises 8,000 ft. of display space on 2 levels. Exec. vp Edward R. Taylor, announcing 10-year lease, said salon, fronting on State St., is at "heaviest traffic location in Chicago."

TV-RADIO PRODUCTION: EIA statistics for week ended Jan. 26 (4th week of 1962):

	Jan. 20-26	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	146,293	129,986	108,626	491,314	367,935
Total radio	358,231	343,290	320,837	1,331,129	1,090,073
auto radio	132,241	132,087	112,124	518,347	387,136

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Avnet Electronics	1961—6 mo. to Dec. 31	$ 9,954,524[2]	——	$ 841,232[2]	$0.40	2,128,446
	1960—6 mo. to Dec. 31	8,876,406	——	696,132	.33	2,128,446
	1961—qtr. to Dec. 31	5,728,421[2]	——	511,272[2]	.24	2,128,446
	1960—qtr. to Dec. 31	5,064,211	——	404,431	.19	2,128,446
GE	1961—year to Dec. 31[1]	4,455,000,000[2]	——	242,500,000	2.72	88,860,183
	1960—year to Dec. 31	4,197,535,440	——	200,071,710	2.26	88,332,778
	1961—qtr. to Dec. 31[3]	1,316,954,000[2]	——	91,506,000	—	88,860,183
	1960—qtr. to Dec. 31	1,144,312,440	——	31,136,710	—	88,332,778
IBM	1961—year to Dec. 31	1,694,295,547[2]	$425,727,597	207,227,597[2]	7.52	27,561,531
	1960—year to Dec. 31	1,436,053,085	345,880,880	168,180,880	6.12[4]	27,466,431[4]
P. R. Mallory	1961—year to Dec. 31[1]	85,197,027	9,363,224	4,513,224	2.88[5]	1,501,267
	1960—year to Dec. 31	83,586,283	8,917,403	4,367,463	2.78[5]	1,469,743
Meredith Publishing	1961—6 mo. to Dec. 31	36,156,848	——	1,756,105	1.32	1,322,936
	1960—6 mo. to Dec. 31	28,210,657	——	632,509	.48	1,299,621
Packard Bell Electronics	1961—qtr. to Dec. 31	12,045,554	475,144	475,144	.57	840,094
	1960—qtr. to Dec. 31	8,738,350	(590,169)	(365,969)[6]	—	813,433
Universal Pictures	1961—year to Oct. 28	——	——	3,005,367	3.22[5]	888,390
	1960—year to Oct. 28	——	——	6,313,357	6.92[5]	888,390
Westinghouse	1961—year to Dec. 31[1]	1,913,770,000	86,946,000	45,446,000	1.23[5]	35,612,003
	1960—year to Dec. 31	1,955,731,000	144,957,000	79,057,000	2.22[5]	34,813,842
	1961—qtr. to Dec. 31[1]	526,258,000	——	20,434,000	.56[5]	35,612,003
	1960—qtr. to Dec. 31	498,498,000	——	18,377,000	.52[5]	34,813,842

Notes: [1]Preliminary. [2]Record. [3]Indicated. [4]Adjusted to reflect 50% stock dividend May 1961. [5]After preferred dividends. [6]After $224,200 tax credit.

Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Federal Pacific Elec. ..	Q	(Omitted)		
GT&E	Q	.19	Mar. 31	Feb. 20
Internatl. Resistance ..	Q	$0.07½	Mar. 1	Feb. 15
P. R. Mallory	Q	.35	Mar. 10	Feb. 13
Tung-Sol	Q	.17½	Mar. 2	Feb. 9
Westinghouse	Q	.30	Mar. 1	Feb. 9
Zenith	Q	.20	Mar. 30	Mar. 9

Vornado Inc. has been listed for trading on the New York Stock Exchange. Symbol: VNO.

Walt Disney posted record earnings of more than $1,250,000 in fiscal-1962's first quarter ended Dec. 31. Year-ago earnings totaled $115,589. Treas. Lawrence Tyron attributed rise largely to boxoffice receipts from Disney films during latter part of fiscal 1961, said sales & earnings in current year "could equal or better" record $4,465,000 earned on $70,200,000 revenue in fiscal 1961.

Mergers & acquisitions: Fairchild Camera & Instrument will acquire in a stock exchange Cosmic Corp., El Cajon Cal. maker of subsystems for cryogenic & nuclear applications and for rocket engines.

Reviews & Forecasts: Magnavox anticipates 1961 earnings of more than $9 million, compared with 1960's $6.5 million. Pres. Frank Freimann, noting that Magnavox was off to flying sales start in 1962's first month (see p. 7), reported that sales in 1961 gained 12% to $140 million from 1960's $125 million, that December-quarter's volume rose 13% to $51 million from $45 million in the year-earlier quarter. Freimann also emphasized that stereo products, which now constitute about ⅓ of corporate sales, jumped more than 40% in final quarter, 30% for all of 1961.

* * *

Motorola had record sales of $35 million in December, pushed total 1961 billings to just under record $299 million recorded in 1960. Earnings, however, were down substantially from last year, reported exec. vp Daniel E. Noble. He said Jan.-1962 sales ran well ahead of a year earlier in virtually all major product categories.

Distributor Notes: Philco Distributors Inc., St. Louis, promotes sales mgr. **Joseph Grasser** to gen. mgr., succeeding **Kenneth A. Cooper**, now sales mgr. of parent Philco Corp. (Vol. 2:4 p1); **Arthur Grossman** named St. Louis branch sales mgr. . . . **Sylvania** names Overlake Distributors, 58 Lakeview Terrace, Burlington, Vt. (Roy H. Mayville Jr., pres.). . . . **RCA's Houston distributor, J. A. Walsh Co.**, has been purchased from parent Gulf & Western Industries by **Arthur H. Jones**, Houston businessman & engineer. Jones becomes president; **Dean R. Benton**, with Walsh for 10 years, exec. vp.

Trade Personals

Philco Pres. **Charles E. Beck** was slated to leave Sunday for week-long tour of Philco's European installations and interests. First port of call: Paris.

Milton J. Shapp, Jerrold Electronics chmn., gets citation at Allied Jewish Appeal dinner in Philadelphia Feb. 13 for "humanitarian services and dedication to the cause of peace." His activities include submission of Peace Corps concept to President Kennedy, establishment of tuition-foundation for Philadelphia Negro & Puerto Rican youths

John L. Utz, Philco special mkts. dir., resigns. During 25 years with Philco he held various executive posts including national TV sales mgr., 1950-56; portable TV dept. gen. mgr. 1957.

Dr. Harper Q. North, formerly pres. of Pacific Semiconductors, named chmn. & chief executive officer of TRW Electronics, Inc., new electronics subsidiary formed by Thompson Ramo Wooldridge. **Warren B. Hayes**, TRW vp & TRW Components gen. mgr., appointed pres. & gen. mgr. of new subsidiary will furnish management, marketing, administrative and technical services for 6 TRW electronics organizations: Pacific Semiconductors, Lawndale, Cal.; Radio Condenser, Camden, N.J.; Radio Industries, Des Plaines, Ill.; Good-All Electric Mfg., Ogallala, Neb.; Milam Electric Mfg., Providence, R.I.; TRW Microwave Div., Canoga Park, Cal. All but Pacific Industries had previously been combined into TRW Components Co.

Dr. D. L. Jaffe, Polarad Electronics pres., appointed director of Armstrong Memorial Foundation, established 1955 at Columbia U. to honor late exponent & developer of FM radio.

Tucker Madawick, RCA Sales Corp. industrial design mgr., & **Joseph McCurdy**, RCA PR executive, both hospitalized for surgery; Madawick in St. Vincent's Hospital, Indianapolis, McCurdy at Flower Fifth Avenue Hospital, N.Y.

Y. P. Dawkins named IBM Data Processing Div. vp & Eastern region mgr.; **Leonard E. Clark**, Western region mgr., and **Frank H. McCracken**, Midwestern region mgr., also appointed vps; **Clark Carrison Jr.**, named mktg. dir.

Arthur Gaines appointed national director of U.S. operations, Clairtone Sound.

Charles P. Brown, named mfg. dir. of ITT's subsidiary Superenant Mfg. Co.

Correction: New Wells-Gardner sales vp (Vol. 2:5 p10) should be Allan Gardner.

TelePrompTer to Sell Projectors: The closed-circuit producer will distribute Amphicon TV projectors through electronics & audio-visual dealers. Manufactured by Dalto Electronics Corp., Norwood, N.J., the first model to be offered will sell for less than $3,000, weighs 120 lb. One year ago, Dalto demonstrated a smaller unit, sold first production batch to TelePrompTer (Vol. 17:4 p16). TelePrompTer has contract to install minimum of 100 Amphicon units in Holiday Inn motel chain as part of audio-visual package for both meetings and bar & public-room use. TelePrompTer also expects to make some projection-TV sales for use in big private homes.

New plants & expansions: Zenith will begin construction in late spring of a $7-million, 672,000-sq.-ft. manufacturing-warehouse-office facility on 28-acre site just south of its present hq plant. Manufacturing area is slated to be in operation late this year, building completed by summer of 1963 • **Motorola** plans a 70,000-sq-ft. addition to its Western Military Electronics Center at Scottsdale, Ariz.

Recordio Corp. was adjudicated an involuntary bankrupt by Grand Rapids, Mich. federal court on a petition filed by 4 creditors. The Charlotte, Mich. maker of phonos, radios and tape recorders was largely owned by its employes, who mortaged homes & contributed savings in 1959 to purchase business from Wilcox-Gay.

Ampex has discontinued production of its stereo phonograph-tape recorder console line. The series embraced 5 models ranging from $800 to $2,650.

New 1961 edition of *RCA Receiving Tube Manual RC-21* is available from RCA tube distributors or from Commercial Engineering, RCA Electronic Tube Div., Harrison,

Sylvania has introduced a 23-in. uhf/vhf schoolroom TV set "designed to meet the varied state & local requirements governing ETV receiver specifications." It features tamper-proof controls; secondary controls, antenna connections and other operating components are enclosed within the cabinet.

Purchase of military electronics will be taken over July 1 by Pentagon's new Defense Electronics Supply Center at Gentile Air Force Station near Dayton, O. Unit eventually will employ more than 5,000, mostly civilians, is expected to spend $143 million first year, $198 million 2nd. Head of new facility will be Brig. Gen. William W. Veal, USAF, commander of Dayton Air Force Depot.

Curtis Mathes forecasts earnings of more than $3 million on sales exceeding $30 million for its 1962 fiscal year ending May 31.

IRE Spring Conference on TV & radio receivers is scheduled for June 18-19 at Chicago's O'Hare Inn. Papers may be submitted until Feb. 15 to Al Cotsworth, Zenith Radio Corp., 6001 W. Dickens Ave., Chicago.

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WEEKLY **Television Digest**

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The authoritative service for executives in all branches of the television arts & industries

SUMMARY-INDEX OF WEEK'S NEWS

Broadcast

NETWORK HEARING—CONGRESS NEXT with sessions on regulation bill. Commission may have general recommendations in month or so (p. 1).

TONED-DOWN LICENSEE FEE PLAN before FCC—would charge TV applicants $250, AM & FM $150 (p. 2).

MADISON AVE. VS. PENNA. AVE.: FCC Chmn. Minow tells AFA convention TV must have more stations or govt. regulation. Admen blast FTC's proposed temporary cease-&-desist order bill (p. 2).

MORE TV SEX & VIOLENCE HEARINGS ON TAP by Sen. Dodd's juvenile delinquency probers; legislation affecting programming to be introduced (p. 3).

PRESIDENT'S $1 BILLION SATELLITE PLAN goes to Congress, would let public buy shares, permit common carriers to add investment to rate base (p. 3).

UHFS PUSH FOR DEINTERMIXTURE through central Ill. economic study by Prof. Smythe comparing WCIA Champaign profits with uhfs' (p. 4).

Consumer Electronics

MORE SET MAKERS REPORT Jan. sales boom. Motorola, Sylvania, Philco and others tell us their 1962 got off to flying start; GE warns industry of over-optimism (p. 7).

200 STEREO STATIONS possible by midyear in 100 cities on basis of survey showing 71 on air, 57 equipped, at least 35 more with equipment ordered. Nearly all new FM stations starting with stereo (p. 8).

ALL-CHANNEL BILL causes concern among engineer-executives who object to principle, point out possible technical pitfalls in FCC-sponsored legislation (p. 10).

NETWORK HEARING—CONGRESS NEXT: With Congress impatient to get on with its own hearings on network regulation, FCC is expected to rush its absorption of program hearing, after winding it up with ABC's testimony last week. Sen. Pastore (D-R.I.), chmn. of Commerce Communications Subcommittee, may call Commission up within a month.

If FCC does testify that soon, it will scarcely have time to work up detailed recommendations of kinds of regulations it would like to impose if given new legal authority. However, Commission presumably would point generally to network activities it believes it should regulate.

Everyone was tiring of network hearing last week, and participants began to get testy. ABC-TV Pres. Oliver Treyz was poked & prodded for hours on reasons for telecasting much-criticized Bus Stop episode starring Fabian, for fictionalizing parts of Untouchables, and for alleged overemphasis on sex & violence.

Treyz agreed it was "a mistake" to carry Fabian show—but he defended networks' right to make own program decisions. "I'd rather be wrong than censored," he said. Why did he refuse to let NAB code people preview Bus Stop—if he believes in industry self-regulation? "Our standards are just as high as theirs," he said. He & program vp Thomas Moore stuck to general theme that they didn't believe ABC overemphasizes sex & violence. Furthermore, Treyz said, children don't identify selves with "evil" characters.

Commissioners got irritated with each other, too. For example, Comr. Hyde asked Treyz if he saw anything wrong with Commission's July 1960 program-policy statement. When Treyz said "no," Hyde said:

"I would suggest to you that it does contain principles which place limitations upon broadcasting which do not apply to the printed press. Perhaps this is an illustration of a bit of censorship being developed in connection with pursuit of very worthy objectives." Treyz: "Perhaps I should take another look." Hyde: "That is the purpose of my suggestion."

This got Comr. Ford's goat: "Mr. Chairman," he said, "I think that in order to make the record straight, it should be stated here that the vote on that was 6 to 1, and Comr. Hyde was in the minority, and I violently disagree with his interpretation of that document, and I do not think it can be supported."

Thrust of Treyz' prepared statement was ABC's long-time objective—full-time affiliates in major markets, competitive with CBS & NBC. Thus, he supported all-channel-receiver legislation as forecast (Vol. 2:6 p1), endorsed deintermixture and short-spaced vhf drop-ins.

News vp James Hagerty presented detailed report on last year's buildup of ABC's news & public affairs staff and programming output, said that AB-PT Pres. Leonard Goldenson was his sole boss and had given him only one order: "For me to do my best to establish ABC as a leader in the presentation of news." Minow congratulated Hagerty, said: "If we had more people like you" in the industry there would be "reason for more confidence in the future."

There's disagreement within Commission about manner in which hearing was handled. The more zealous would have FCC taking a more prosecutor-like role. Others think it should have been worked same as the study of network business practices—long analysis of network documents and interviews, culminating in a staff report.

What it all boiled down to was this expression of opinion: Networks—We have responsibility for choosing our programs, and we do our best. FCC—Not quite so simple. We have job of making sure you do your best.

TONED-DOWN LICENSE FEE PLAN: New schedule of license fees is up for FCC consideration, probably this week, and we've learned that staff has produced plan whereby Commission would get about half its operating costs from those whom it licenses.

First staff plan contemplated getting $13,182,000 annually, enough to defray all Commission costs—$5 million to come from .4% levy on gross revenues of stations (Vol. 17:27 p1). Commissioners didn't go for this, sent staff members back to their ledgers.

Current plan uses flat application-filing fee, would produce about $6,750,000 a year. Major facets of plan are:

(1) For each TV application for new station, major facilities change, renewal of license or transfer of control—$250. For AM or FM—$150.

(2) For all broadcast applications, including TV translators—$30.

(3) Safety & special service applications: amateur, RACES & disaster—$5; citizens radio—$10; all other safety & special applications—$20; special call letters—$5.

(4) Common carrier applications range from $5 for rural radio service through $150 for domestic mobile up to $250 for cable landing.

(5) Ship inspection runs from $10 to $50.

(6) Commercial operator examinations: $5 for first class, $4 for 2nd class, $3 for 3rd. Commercial operator license applications—$2. Restricted operator permits—$2.

Rep. Joelson (D-N.J.), who introduced HR-9881 to impose 1% fee on broadcasters' gross receipts (Vol. 2:5 p5), last week called absence of fees "the big giveaway of the 20th century." Said he: "I have received letters from some broadcasting stations warning me that if this bill is passed they will discontinue public service programming. My answer to such stations is that if they do so, the FCC should either discontinue them, or else require a certain percentage of broadcast time to be devoted to public service programming."

MADISON AVENUE VS. PENNA. AVENUE: FCC & FTC High Command squared off against advertising industry first team at 4th annual mid-winter conference of Advertising Federation of America and Advertising Assn. of the West in Washington last week.

Chmn. Minow laid it on line at morning FCC panel session: Nation must have more stations via uhf, or govt. probably will have to step in with some type of regulation to assure top quality programs being made available to all. He cited recent CBS Eisenhower documentary which former President almost missed because stations in Augusta, where he was at time, hadn't planned to carry show. Last-minute arrangements had to

be made to clear time for program. Except for coincidence that Eisenhower happened to be there, Minow pointed out, some 250,000 viewers in area alone wouldn't have had chance to see highly-touted program.

In brief address, Minow (who had to dash back to FCC hearings "because we believe in giving the networks equal time"), told group FCC has little concern with TV advertising "sandpaperwise," but was interested in industry because its revenues support broadcasting. "There is evidence in abundance," he stated, "that the commercial people (ad agencies & sponsors) usually have the upper hand, and it's often a dead hand." He spoke of "pressures" on agencies to justify results to sponsors by ratings and cost-per-thousand, but warned that they still had responsibility to public, should put less emphasis on "cost-per-thousand than understanding per millions." He added that advertisers have "obligation" to allocate part of budget to programs which contribute to public understanding.

FTC Chmn. Paul Rand Dixon had some kind words for ad industry but defended pending House bill (HR-8830) which would allow Commission to issue temporary cease-&-desist orders pending full investigation of alleged unfair business practices. He claimed agency needs the added powers to protect competing businesses which otherwise might be injured while probes dragged on.

Advertisers disagreed violently. Former FTC Comr. Lowell B. Mason delivered blistering, sarcastic speech, called proposal "mail order inquisition." Dow Jones Executive Committee Chmn. Robert Feemster called bill "unneeded, unwise and possibly unconstitutional." "To set up a govt. agency as judge, jury and court of appeals is appalling," he declared, urged withdrawal of bill. Feemster called for resumption of old system of regular meetings between Commission and AFA.

Post-Newsweek stations Pres. John S. Hayes noted that U.S. TV industry, supported by advertising, serves public more extensively & diversely than systems in any other nation, called present system far superior to alternatives, pay-TV or govt. support.

Commerce Dept. Secy. Luther Hodges plumped for increased exports to meet threat of European Common Market. Illustrating effect reduced internal common market tariffs will have for U.S. producers, he pointed out that before organization of the economic union, U.S. and Italy both paid tariffs of 12-15% on exports of TV-radio equipment to W. Germany. Market member Italy now pays 7-9%, U.S. 13-18% for same equipment, he noted. Before market's tariffs went into effect in 1960, he added, U.S. accounted for about 40% of W. German imports of these items, Italy only 4%. U.S. share last year skidded to about 20%, Italy's jumped to 25%.

Rep. Avery (R-Kan.) lauded broadcasters for honest advertising record, noted that estimates place percentage of misleading or fraudulent advertising on TV & radio as low as 1%, said he didn't consider this matter of serious concern.

Food & Drug Administration Consumer Programming Dir. Carla S. Williams made almost apologetic introductory statement about appearing on all-male panel of "eminent experts," promptly uncorked slashing attack against misleading claims and labeling of food products. "The housewife is on the warpath," she warned the admen, called for action to curb abuses in packaging, labeling, advertising.

MORE TV SEX & VIOLENCE HEARINGS ON TAP: Investigation into impact of TV sex & violence on youth, by Sen. Dodd (D-Conn.) and his Juvenile Delinquency Subcommittee, is about wrapped up, Dodd planning to introduce legislation affecting programming.

In report to Judiciary Committee Chmn. Eastland (D-Miss.), seeking $178,000 for another year's work, Dodd said he plans one final TV hearing (possibly this week), said staff is working on legislation to "help the FCC in its efforts to insure programming in the public interest." He claimed his hearings (Vol. 2:5 p3 et seq.) showed that networks ordered "prurient sex, violence, sadism, crime and brutality into television shows to attract audiences, including millions of children and young people." NBC & CBS topkicks are expected to be questioned at final session.

PRESIDENT'S $1-BILLION SATELLITE PLAN: Unique organization to own & operate space communications system has been recommended to Congress by President Kennedy—with ownership open to anyone who can muster $1,000 for one of the 1 million Class A shares to be sold to public. Common carriers would get a look-see, too, for they (exclusively) could buy into 10,000 Class B shares. Class B would carry no dividends or voting rights—but carriers could use their Class B investment in computing their rate

base for other services, getting a return that way. System is expected to become operational in late 1960s—include TV.

Though privately owned, corporation would have strong govt. controls on it—FCC, NASA, State Dept., all under direct policy "coordination" of President. Kennedy said he'd rely heavily for advice on to-be-appointed "Director of Telecommunications Management" in Office of Emergency Planning.

Sen. Kerr (D-Okla.), chmn. of Space Committee, promptly set Feb. 26 for hearings on S-2650, President's bill. When his group finishes, Sen. Magnuson's (D-Wash.) Commerce Committee will take over.

Meanwhile, NASA successfully launched 4th successive RCA TIROS TV-weather satellite which sent to earth pictures of ground & cloud cover along with infrared information.

CURRENT CAPSULES

New standards in uhf—to improve technical quality—should be considered by FCC before it makes final allocations decision. That's burden of first major comments filed in Commission's big rule-making proceeding, submitted last week by multiple-owner Triangle Publications.

Filing early (deadline is Feb. 19), Triangle states: "The basic objective should be to improve the quality of TV in the uhf band so that broadcasters & viewers will on a voluntary basis make maximum utilization of this portion of the spectrum." It recommends study of: increased bandwidth, greater co- and adjacent-channel separations, new color standards, increased number of lines. Triangle, operator of WNBF-TV (Ch. 12) Binghamton which FCC has earmarked for shift to uhf, asserted that Commission's plans to increase number of stations have been limited "to possible techniques for degrading service of vhf stations."

Similar view was offered by ABC-TV Pres. Oliver Treyz last week, in network program hearing, when he recommended that "immediate study be given to whether improved technical standards should be adopted for uhf, which will permit a higher quality picture & sound."

Triangle also asserted that FCC's deintermixture proposals "were based on a patently erroneous analysis of its own assumptions," that Commission now admits that uhf coverage isn't as extensive as it thought when it proposed deintermixture.

———■———

First effort to counter pressures against deintermixture came last week in form of economic study by Dallas W. Smythe for uhf group, Committee for Competitive TV. Smythe is U. of Ill. professor and former chief economist of FCC.

Analyzing central Ill. market, where Commission proposes to shift WCIA (Ch. 3) Champaign to uhf, Smythe said that Peoria uhfs, with no local vhf, have come along fairly well—but are still suffering from WCIA competition. He said that Springfield-Decatur uhfs are hurt even more by WCIA.

Smythe gave financial performance of stations to show WCIA's strong position. Using FCC's lumped 1960 figures for area and subtracting figures given him by uhfs, he said WCIA had revenues of $1,984,000, income before federal taxes of $850,000. Of 8 uhfs in area, best one had revenues of $744,000, income of $123,000. Three uhfs suffered losses up to $36,000 and income of other 3 ranged from $26,000 to $50,000.

———■———

Comr. Ford on deintermixture: "The preferred solution would be voluntary action by the manufacturers to market the all-channel sets. Then there would be no need for deintermixture. The public could receive U and V equally well." That's interview in current issue of newsletter issued by National Audience Board, 152 East End Ave., N.Y., organization seeking to improve program quality. Ford also said that TV programming has shown "marked improvement" since 1959 and is getting better, that there's room for many more TV stations—but not for 4th network yet.

———■———

Another White House push for federal aid to ETV came last week in President Kennedy's message to Congress on education. "Prompt and final action" to provide matching financial grants to the states to aid in station construction was urged by President, who called progress of ETV construction "discouraging." Senate already has approved Magnuson bill (S-205) providing $51 million in outright ETV grants to states (Vol. 17:25 p22). Amended Roberts bill (HR-132) calling for up to $25 million in matching funds still is pending in House. Appropriation of $2,579,000 to build ETV station for American Samoa also was proposed by President.

"Arab world is teeming with excitement over TV," said TV Program Exports Assn. Pres. John G. McCarthy last week on his return from trip to Middle East. Among his observations at news conference: "There's an enormous demand for program material & TV sets, but big problem is currency restrictions. The market is so big a solution will have to be found." In Egypt alone he envisioned immediate market for "300,000-500,000 sets." Egypt has about 80,000 sets in use and its sole TV plant is assembling at rate of 5,000 a month.

Status of other Near East countries, as outlined by McCarthy: (1) Lebanon will soon have TV competition between 2 U.S. broadcasters. Two TV outlets in Beirut have Time Bcstg. Div. as minority stockholder; the 3rd, due on air this spring, has ABC participation. Lebanon has 42,000 sets, increasing by about 1,500 a month. (2) Iran with 2 privately owned outlets, has about 68,000 sets. (3) Syria's govt.-operated outlet is now experimenting with sponsorship, serves 25,000 sets. McCarthy sees Middle Eastern market becoming so important within year that "it will make sense to dub programs in Arabic."

Hearing on all-channel-receiver legislation (S-2109) has been set for Feb. 21 by Sen. Pastore (D-R.I.), chmn. of Commerce Communications Subcommittee. FCC Chmn. Minow will lead off. Network, NAB and manufacturing representatives are expected to follow.

Better TV coverage of President Kennedy's news conferences and other appearances is needed, News Secy. Pierre Salinger told group of Senate press aides last week. He suggested they call stations requesting more coverage if they get complaints from constituents, added they might also "suggest" that groups be formed to petition stations to carry Kennedy programs. Salinger observed that "certain" stations have stopped carrying White House news conferences, others have reduced coverage.

Personals

Robert Kleiman, ex-*U.S. News & World Report* Paris bureau chief, moves to similar post with CBS, replacing **David Schoenbrun**, who becomes network's Washington bureau head . . . **Edward E. Hewitt** promoted to CBS Films Western div. mgr.; **William Perkinson** named St. Louis office mgr. . . . **Julius Barnathan**, ABC-TV o-&-o stations pres., named to TvB board.

Richard D. Heffner, ex-CBS-TV Special Projects Dir., named gen. mgr., Educational TV for the Metropolitan Area., N.Y. (Ch. 13, ex-WNTA-TV); **G. Edward Hamilton**, ex-ABC-TV, becomes engineering dir.; **John T. Lentz**, ex-CBS-TV, appointed technical operations mgr.

Charles W. Bergeson, ex-radios WFDF Flint & WSOO Sault Ste. Marie, Mich., named WJBK-TV Detroit sales mgr., succeeding **Herbert Weber**, who becomes general sales mgr., radio WMGM N.Y.

Robert N. Vendeland, ex-Jerrold, appointed Giannini Controls Conrac Div. product mgr. . . . **Ed Pfeiffer**, ex-WRG-TV Buffalo station mgr., named mgr., WFAA-TV Dallas . . . **Joseph E. Schmidt** promoted to KDKA-TV & KDKA Pittsburgh business mgr.-auditor . . . **Jane Pinkerton** resigns as *U.S. Radio* managing editor Mar. 1 to open own N.Y. PR firm.

Ross Martin, ex-KGLO-TV Mason City, named KMMT Austin, Minn. mgr.; **Don Jones**, ex-KMMT sales mgr., becomes regional sales mgr. for KMMT & KWWL-TV Waterloo-Cedar Rapids; **Stan Stydnicki**, promoted to business mgr., KMMT & radio KAUS Austin; **Ken Soderberg**, promoted to radio KAUS mgr.

John H. Hicks Jr. joins Dallas office of brokers Hamilton-Landis & Assoc.; he owns radios KOLE Port Arthur, WTAW Bryan-College Station, both Tex., and KPEL Lafayette, La. . . . **W. R. Muenster** and **M. B. White** promoted to Nielsen vps.

Raymond E. Rohrer, Robert L. Purcell and **Donald F. Ledford**, all formerly with Washington consulting engineers Silliman, Moffet & Rohrer, establish Raymond E. Rohrer & Assoc., 436 Wyatt Bldg., Washington (phone 347-9061).

Obituary

Herman M. Paris, 59, radio WWDC Washington sales vp, died of cancer in Washington Feb. 8. He is survived by his widow, son & daughter.

Upgrading public's TV taste is job for ETV, according to Dr. Samuel B. Gould, pres. of Educational TV for the Metropolitan Area. Addressing Thomas Alva Edison Foundation mass media awards dinner in N.Y., he sympathized with problems of commercial broadcasters, declared: "If they could persuade the American public to accept more programming of a cultural nature and at the same time maintain the large audiences they require for financial stability, they would present more and more of such programs."

Communism & its threat to free society will be explored in an NBC-TV news special being planned for next season, Pres. Robert E. Kintner announced. Program will deal with nature, background & meaning of Communism, may evolve into series. Kintner received VFW Gold Medal Award for "outstanding achievements in the field of news and public affairs programming" at group's annual congressional dinner in Washington Feb. 6.

CBS declined Mass. lawmakers' request for showing of controversial "Biography of a Bookie Joint" (Vol. 2:2 p5, et seq.) in state. Mass. House voted 209-3 last week to request network to televise film which wasn't shown in Boston area in original telecast Nov. 30. CBS refused, said program involves impending criminal cases, and showing might delay judicial processes.

Legislative briefing session, and reception, by & for Senate Commerce Committee last week—sponsored by American Women in Radio & TV—produced word from Sen. McGee (D-Wyo.) that hearings would be conducted on bills for all-channel-receivers, network licensing, political equal-time, space communications. Sen. Case (R-N.J.) said that end of WNTA-TV Newark-N.Y. controversy—sale to ETV—was "a happy one." However, he said, N.J. still needs stations of its own and he's currently inclined toward all-channel-receiver legislation as tool for promoting station growth. Chmn. Magnuson (D-Wash.) wasn't on hand, and Sen. Pastore (D-R.I.), Communications Subcommittee chmn., had to leave before the briefing.

Changed stereo logging rules requested by WCRB-FM Walton, Mass.—which asked FCC to require logging of only actual stereo hours broadcast—were turned down. Commission said: "In the present state of its new and rapid development, it is of considerable importance to the public, trade press and other publications, and various segments of the broadcasting industry, to be able to ascertain readily and quickly what and how much stereo broadcasting is being done by stations in a particular area; hence current and readily available information is need for the continuing evaluation of broadcasting activities and development."

KXLY-TV & KXLY Spokane struck back last week at former mgr. Richard Jones, who had asked FCC to reconsider its approval of sale (Vol. 2:6 p6). Jones had said sellers Norman Alexander and Joseph Harris failed to inform Commission of Jones' 10% ownership in stations, had "welched" on Miss Spokane beauty contest, etc. Stations said that Jones is a "disgruntled former employe," that his complaint is "belated," that they fulfilled their commitments to Miss Spokane, who, they noted, is Jones' daughter-in-law.

Plumping for pre-sunrise operations for daytime-only AM stations, Rep. Boykin (D-Ala.) wrote FCC Chmn. Minow, telling Commission to quit "what appears to be a harassment of the radio & TV industry. These good, free enterprising businessmen have been under many Commission pressures recently."

New publication, *Changing Metropolitan Market 1950-1960,* giving population trends in last decade; is available for 35¢ from GPO, Washington 25, or Commerce Dept. field offices.

New uhf final allocations: Ch. 19 & 25 added to Huntsville, Ala., Ch. 17 to Hamilton, Ala.—FCC deleting Ch. 19 Ft. Payne, Ala., Ch. 40 Guntersville, Ala., Ch. 40 Jasper, Ala., Ch. 25 Dalton, Ga., Ch. 25 Humboldt, Tenn.

NBC's "Victory at Sea" series has been sold to Japan's Fuji Broadcasting System for nationwide showing. Recent advance telecast of segments of series, which depicts rise & fall of Japanese Empire in World War II, were huge success in Japan.

FCC has heeded scientists who oppose use of Ch. 37 for TV, want it for radio astronomy. It's understood that Commission will consider putting Ch. 33 into Syracuse, instead of moving Ch. 37 from Clymer to Syracuse, as previously proposed.

Equipment exhibitors lined up for NAB convention April 1-4 in Chicago's Conrad Hilton number 51 to date, according to Secy.-Treas. Everett Revercomb who predicts use of exhibition space will reach all-time record.

Lively Georgia Assn. of Broadcasters has sent to FCC its first annual public service report, describing members' activities last year.

First National TV Distributing Corp. filed registration statement (SEC File 2-19721) to issue 200,000 shares of Class A stock for public sale at $2 per share. Statement also includes 20,000 outstanding Class A shares sold to officers of underwriter International Services Corp. by principal stockholders at 1¢ per share. First National produces, distributes & sells films and tapes to stations, owns TV rights to 13 features, has exclusive foreign distribution rights to more than 278 half-hour TV series. Proceeds will be used to reduce outstanding debts. Principal stockholder is Pres. Bernard L. Schubert.

TV is biggest spur to reading, according to American Library Assn. survey. Poll of 100 cities showed Americans reading more than ever before, with majority of librarians crediting TV, rather than printed media, as most effective promoter of reading & library use. Flint librarian noted "the impact of information made available through TV and other mass media" had caused adult reading public to show growing concern about role of U.S. in world affairs. Mentioned most frequently as effective promoter of use of library materials: Jack Paar.

CATV serves almost 3 million people in some 1,000 communities "but we've barely scratched the surface," NCTA Pres. William Dalton stated in report to board meeting in Las Vegas last week. "American televiewers have an insatiable appetite for a broad variety of TV fare," he said.

Color will be theme of SMPTE Los Angeles convention April 29-May 4 at Ambassador Hotel. Advances in color TV & color film will be treated, with these topics included among session subjects: Closed-circuit TV, set construction & special effects, sound recording & reproduction, TV equipment & techniques, TV recording.

"Operation Alphabet," 100-program video-taped series designed to teach illiterates to read & write to 4th grade level, is available for use by one station in each market without cost. Series was produced by WFIL-TV Philadelphia & city's Board of Education under grant by Annenberg School of Communications, U. of Pa.

Radio Moscow may broadcast official comment shortly on recent relay of Soviet newscasts by 6 McLendon radio stations (Vol. 2:5 p2). Russian embassy news secretary requested tapes of broadcasts and news clippings to determine extent of publicity and press reaction.

"My Fair Lady" movie rights were sold to Warner Bros. by CBS for record $5.5 million. Under 7-year license agreement, CBS also will receive 47½% of gross over $20 million. CBS financed entire $360,000 for original show.

"BBC Television Enterprises" is new name of BBC-TV's overseas operations, formerly called "BBC Promotions." Ronald Waldman continues as gen. mgr. of N.Y. office; G. del Strother named asst. gen. mgr.

Finale to payola problems of Triangle Stations came recently when FCC renewed its 12 TV-radio licenses, clearing it of charges raised couple years ago by House Legislative Oversight Subcommittee.

Tribute to late FCC Comr. Frieda Hennock, for her contributions to ETV, is planned for July 19 by Fordham U., Comr. Lee to be among participants.

Frederick S. Houwink promoted to vp, WMAL-TV-AM-FM Washington . . . **John R. Mahoney** promoted to WCAU-TV Philadelphia regional sales mgr.

Sale of WNCT (Ch. 9) Greenville, N.C. to Roy H. Park for $2,557,458 has been approved by FCC.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

MORE SET MAKERS REPORT JAN. SALES BOOM: Prompted by glowing reports of January business (Vol. 2:6 p7) from Zenith (record month, 35% ahead of Jan. 1961), RCA (85% ahead) and Magnavox (40%), we canvassed industry, came up with more enthusiastic reports & astronomical figures far in excess of total industry increase over Jan. 1961.

We also came up with warning of industry overconfidence, signs that manufacturers are back to playing traditional first-month numbers game, indications that set makers may be taking first steps on road to excessive inventory buildup.

There's little question that 1962 got off to flying sales start. Real question, however, is just how good was January over retail counter where it counts? Zenith, RCA and Magnavox have already reported way-out gains. Motorola told us last week that first-month TV sales soared 113%. Sylvania reports a 50% TV hike. Philco had "a very substantial increase." Coupled with these sizable sales gains is fact that total distributor sales to dealers in Jan. 1962 ran only 12-13% ahead of year-ago month—and Jan. 1961 was poor month, down about 3% from slow Jan. 1960 (Vol. 17:8 p18).

Storm warning is flying, we believe, in already disproportionate ratio of factory-to-distributor & distributor-to-dealer TV sales. Although distributor TV sales in January are up 12-13%, best estimates indicate that increase in factory sales is running far ahead, nearly triple. At that rate, it won't be long before there's an inventory clog-up, unless retail sales take off dramatically.

Warning of overconfidence came from GE TV receiver dept. gen. mgr. William Davidson. Noting "moderately good level of distributor sales" in January, he told us: "Some of this increase may be due to the fact that TV dealers during Dec. 1961 permitted their inventories to be cut back and are now in the process of filling in stocks through limited purchasing." He also attributed "much of the increase" to the "advantage of a strengthing general economy."

"It would seem wise for the industry to exercise caution in interpreting this sales increase and not act on the basis of over-optimism," he continued. "Although January business was better than has been enjoyed by the industry for the past several years, a more detailed study will reveal that during the month distributor sales merely reached closer to a normal level. A more objective interpretation of January sales could be made were complete retail sales figures available."

Only clue to retail sales volume in January came from Motorola, which noted that warranty cards on new sets, mailed in by consumers, were running 35% ahead of last year.

Much food for thought on sales trends is this additional morsel contributed by GE's Davidson: "It is interesting to note that a study made of the TV market in mid-1961 showed sales increasing most strongly in some of the oldest East Coast TV markets. This could indicate a strengthening of the replacement sales market." We understand that GE's survey disclosed that overwhelming bulk of 1961's midyear sales increase over 1960 came from N.Y., Philadelphia, Boston, northern N.J., and, to lesser degree, Chicago. This trend, with all its ramifications, seems worthy of comprehensive investigation by industry.

Here are comments of industry leaders last week on January sales boom they experienced:

Motorola: Pres. Robert W. Galvin said sales pickup in 1961's final quarter (Vol. 2:6 p12) continued in January, produced "substantial" gain over year earlier month. Distributor sales of TVs rose 113% over Jan. 1961, and 94% of Motorola's distributors reported increases greater than industry's 12-13% average. Some distributors had TV sales gains as high as 750%; 1,300% in stereo. Motorola is forecasting Jan.-Mar. period will run 2nd only to record first quarter of 1953.

Philco: Consumer Products Div. gen. sales & mktg. mgr. Charles Hakimian said January distributor sales of TVs & stereo hi-fi sets were up substantially, noted short supply in some models of stereo hi fi. "Our

marketing reports at this time," he added, "indicate very strong first quarter sales in consumer electronic products. There is more confidence & stability among distributors & dealers this year, and this is reflected in the orders now being taken. There is no immediate factor pressing the consumer electronics industry that should prevent this healthy economic trend of high sales volume from continuing."

Sylvania: Home Electronics Corp. Pres. Peter J. Grant told us: "January factory sales of Sylvania home electronic products have shown a sizable increase over the same period a year ago. Our black & white TV sales have increased more than 50%, radio sales are up 110% and stereo hi-fi sales are about equal to last year. The outlook for the first quarter is very encouraging and we expect continued good sales in all product lines. We have encountered shortages in a few specific stereo models, because demand exceeded our expectations, but these are being adjusted rapidly."

GE: TV Receiver Dept. gen. mgr. William Davidson forecast that "based on past experience and this one month estimate, total industry TV sales for 1962 should be something over 6 million units."

Symphonic Electronic: National sales mgr. Alexander (Duke) Wellington noted phono shipments were 30% ahead of Jan. 1961, added: "We must remember that Jan. 1962 had a total of 22 shipping days as compared with 21 for Jan. 1961. This, of course, may account for about 5% of our increased volume. However, a major portion of our increased shipments came from a continuation of the accelerated phonograph sales that have been keeping us ahead of the year-ago figures for the last 3 months. Although February is still too young for a firm prediction, shipments through Feb. 6 are slightly ahead for the same number of days of Feb. 1961."

Delmonico International: Exec. vp Herbert Kabat reported a 338% increase in unit sales of its imported 8-in. & 19-in. portable TVs, said January dollar volume almost doubled to $1,010,000 from $522,000 in Jan. 1961—reflecting, possibly, Delmonico's broadening of its TV line after Jan. 1961. He said radio & stereo sales also were up, noted current $2-million TV order backlog.

150-200 STEREO STATIONS BY MIDYEAR: Mid-1962 will see minimum of 150 FM-stereo stations—more likely close to 200 of them—in 100 different U.S. cities, including virtually all major markets. This is evident on basis of comprehensive survey completed last week by Television Digest.

Some 71 FM stations are now broadcasting in stereo, and our survey shows 56 more in "ready" stage (equipped or installing stereo gear), plus 35 which have placed orders for equipment. This gives total of 162 stations, almost all of which can be expected on air by midyear. There undoubtedly are some "sleepers," which aren't listed in our tables—there could be 25-50 more.

What it adds up to is this: More than 50 cities now have FM-stereo stations; at least another 50 in U.S. & Canada will get them by summer—probably 35 of these in next 2 months. Obviously, problem isn't one of selling FM-stereo receiving equipment, but of making enough to satisfy demand.

One of principal complaints of FM broadcasters is that not enough stereo receiving gear is available in their markets. Several have postponed stereo debut dates because of this fact and because of "lack of support" (in terms of sponsorship) from manufacturers who don't have enough stereo equipment to offer in their markets.

Major manufacturers of stereocasting equipment for FM stations tell much the same story in outlining saga of FM stereo: First there was mad rush by everybody to be "first," get on before Christmas. Then came sobering-up time, some order cancellations from stations, and slowdown in orders. Now there's been some pick-up and it looks like steady expansion from here on in.

All new FM stations going on air for first time are being equipped for FM stereo from start—every transmitter manufacturer agrees to that. But some existing stations are finding addition of stereo difficult, costly & time-consuming. These are principally stations using transmitters for which no ready-made stereo generating gear is available.

Take, for example, stations with FM transmitters made by GE, which no longer is in FM transmitter business. No manufacturer of transmitters now has blanket FCC type-acceptance for equipment to convert GE transmitters to stereo. As result, type-acceptance must be applied for on individual station basis, with costly measurements made at site—followed by long wait for FCC approval of individual installation.

Transmitter manufacturers are determined to overcome this problem soon. ITA Electronics, for example, is developing stereo generator designed to work with any make of transmitter. Standard Electronics

expects to unveil generator & exciter designed for GE transmitters at NAB this spring. "Big 6" in FM transmitter gear are RCA (which already his shipped more than 40 stereo generators), ITA, General Electronics Lab, Collins Radio, Standard Electronics, Gates Radio.

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Here is our list of the 71 stations now broadcasting stereo:

FM STATIONS NOW BROADCASTING STEREOPHONICALLY

ALABAMA
Birmingham .....WCRT-FM

ARIZONA
Phoenix .....KEPI, KNIX

CALIFORNIA
Fresno .....KCIB, KXQR
Los Angeles .....KFMU, KMLA
Sacramento .....KSFM
San Diego ....KGB-FM, KLRO, KPRI
San Francisco ....KBAY-FM, KPEN
San Jose .....KSJO-FM
Santa Barbara .....KMUZ
Visalia .....KONG-FM

DELAWARE
Wilmington .....WJBR

DISTRICT OF COLUMBIA
Washington (Bethesda, Md.) .WHFS

FLORIDA
Miami .....WAEZ, WVCG-FM
Orlando .....WHOO-FM

ILLINOIS
Chicago .....WFMT, WEFM, WKFM
Rock Island .....WHBF-FM

INDIANA
Indianapolis .....WISH-FM

IOWA
Des Moines .....KDMI

KANSAS
Lawrence .....KANU

MARYLAND
Baltimore .....WAQE-FM

MASSACHUSETTS
Lynn (inactive) .....WUPY
Waltham .....WCRB-FM

MICHIGAN
Detroit ..WDTM, WGPR-FM, WLDM
East Lansing .....WSWM
Grand Rapids .WJEF-FM, WOOD-FM

MINNESOTA
Minneapolis .....KWFM, WAYL

MISSOURI
Kansas City .....KCMO-FM
St. Louis .....KCFM, KSHE

NEBRASKA
Omaha .....KQAL-FM

NEW JERSEY
Dover .....WDHA-FM
Long Branch .....WRLB

NEW YORK
Garden City .....WLIR
New York .....WQXR-FM, WTFM
Schenectady .....WGFM
Syracuse .....WSYR-FM

NORTH CAROLINA
Burlington .....WBBB-FM

OHIO
Akron-Barberton .....WDBN
Cleveland .....WNOB
Columbus .....WBNS-FM
Middletown .....WPFB

OREGON
Eugene .....KFMY
Portland .....KPFM

PENNSYLVANIA
Johnstown .....WJAC-FM
Norristown .....WIFI
Philadelphia .....WFLN-FM
Wilkes-Barre .....WYZZ

RHODE ISLAND
Providence .....WPFM

SOUTH CAROLINA
Spartanburg .....WSPA-FM

TEXAS
Dallas .....KIXL-FM
Houston .....KFMK, KODA-FM

WASHINGTON
Seattle .....KISW, KLSN

WISCONSIN
Milwaukee .....WMKE, WTMJ-FM

CANADA
Toronto .....CHFI-FM

———■———

The following 56 stations are equipped for stereocasting or are in process of installing equipment and can be expected to begin stereo broadcasts within 2-3 months:

STATIONS PREPARING FOR FM STEREO

(Asterisk indicates new stereo city)

CALIFORNIA
Los Angeles .....KBMS, KGGK
*Oceanside .....KUDE-FM
San Francisco .....KBCO
*Walnut Creek .....KWME
*Woodland .....KATT

COLORADO
*Denver .....KFML-FM
*Manitou Springs .....KCMS-FM

CONNECTICUT
*Meriden .....WBMI
*Newton .....WGHF

DISTRICT OF COLUMBIA
Washington .....WASH

FLORIDA
*Gainsville .....WRUF-FM
*Sarasota .....WYAK

GEORGIA
*Columbus .....WRBL-FM

ILLINOIS
Chicago .....WSBC-TV

INDIANA
*Evansville .....WIKY-FM

KANSAS
*Wichita .....KCMB-FM

KENTUCKY
*Lexington .....WVLK-FM
*Louisville .....WLVL

MAINE
*Caribou .....WFST-FM

MICHIGAN
Detroit .....WOMC
*Midland .....WQDC

MISSOURI
St. Louis .....KWIX

NEVADA
*Las Vegas .....KORK-FM

NEW YORK
*Babylon, L.I. .....WQMF
*Buffalo .....WYSL-FM

NORTH CAROLINA
*Greensboro .....WMDE

OHIO
*Cincinnati .....WAEF-FM
Cleveland .....WDGO
*Toledo .....WTOL-FM

OREGON
Portland .....KGMG

PENNSYLVANIA
Philadelphia ....WHAT-FM, WQAL
*Pittsburgh .....WKJF, WLOA-FM, WWSW-FM
*Warren .....WRRN

SOUTH CAROLINA
*Seneca .....WSNW-FM

TENNESSEE
*Nashville .....WNFO-FM

TEXAS
*Austin .....KTBC-FM
Dallas .....KRLD-FM, KSFM
Houston .....KQUE, KRBE
*Midland .....KNFM
*Port Arthur .....KFMP
*Wichita Falls .....KNTO

VIRGINIA
*Richmond .....WFMV
*Roanoke .....WSLS-FM

WASHINGTON
Seattle...KETO-FM, KGFM, KZAM

WISCONSIN
*Eau Claire .....WIAL
*Green Bay .....WBAY-FM
Milwaukee .....WFMR

CANADA
*Toronto .....CFRB-FM

The following list shows some cities where additional stations have ordered stereo generating equipment, but deliveries haven't yet been made:

ADDITIONAL FUTURE STEREO CITIES

(Asterisk indicates new stereo city)

Alaska—*Anchorage
Cal.—Los Angeles area
Colo.—*Colorado Springs
Fla.—*Ft. Lauderdale
*Jacksonville
Orlando
*Pensacola
Ill.—Chicago
*Decatur
Ind.—Indianapolis
Ky.—*Louisville
Mass.—Boston (2 stations)
Minn.—Minneapolis (2 stations)
N.M.—*Albuquerque
N.Y.—Long Island
New York
*Rochester
Syracuse
N.C.—*Raleigh
Ohio—Cleveland (2 stations)
Columbus
*Findlay
Okla.—*Oklahoma City
Ore.—Eugene
*Willamette
Tex.—Dallas
Va.—*Norfolk
Wis.—*Madison
Foreign—Canada (4 stations)
Venezuela
Saudi Arabia

ENGINEERS CONCERNED OVER VHF-UHF BILL: Many old-timers in TV research—veterans of intra-industry standard-making committees who now occupy executive posts—are disturbed over what seems possibility that Congress will pass FCC-recommended bill requiring manufacturers to make only sets which will receive all uhf & vhf channels (Vol. 2:6 p1).

We queried several of these research executives, and found them concerned over both engineering & policy angles of proposed law—although there was no unanimity in their views. We promised not to use names, because these top men were giving personal opinions, not speaking for their companies—but here are some of most interesting comments:

All prefaced their remarks by making clear they were opposed to principle of legislation—forcing public to buy something it doesn't want and may not even be able to use for long time. One pointed out that wording of FCC-drafted Senate bill (S-2109) doesn't even mention uhf or all-channel, is broad enough to give FCC extreme power over specifications of TV receivers. Bill's actual language provides that when objectives of Communications Act so require, FCC has authority "to provide minimum performance capabilities" for TV sets shipped between states or imported.

The engineers agreed such law would force public to pay $20-$40 extra per set—added annual expenditure of $120-$240 million on basis of 6 million sets per year. Said one: "This will put the set maker in an unpopular position; the public will feel the manufacturer should absorb the cost and blame him for 'profiteering.' Actually, costs of this magnitude can't be absorbed."

From engineering standpoint, what would be effect of law? Here are 2 opposing viewpoints: (1) "There will be a real crash program to improve performance of tuners and develop a true all-channel single tuner. This will touch off an engineering race such as we haven't seen in many years. A lot of engineers will get raises." (2) "All they'll try to do is make it cheaper—not better."

These possible pitfalls were pointed out: (1) Even with all-channel set, consumer isn't really equipped to receive uhf. In most cases, separate outdoor uhf antenna & transmission line are needed, even under conditions where vhf can be picked up with rabbit-ears. One engineer thought legislation would inspire strong effort by antenna makers to develop simple, effective all-channel antenna. (2) If genuine single all-channel tuner is developed (as opposed to double tuners now in use), it probably will be "compromise," may reduce performance of vhf section of tuner, penalizing fringe-area vhf viewers. (3) Oscillator tubes wear out quickly in present uhf tuners, and in some cases could be dead before uhf station even begins broadcasting in vhf area where consumer was required to buy all-channel set.

Other dangers outlined: (1) Consumers in vhf areas will have no opportunity even to find out if uhf tuner is working before manufacturer's warranty expires. (2) FCC so far has winked at problem of interference with other radio devices by radiation from uhf tuners. With large number of uhf tuners in field, strict limits must be enforced, increasing costs further.

None of the engineers queried opposed heavier use of uhf, but most thought it ought to be initiated by broadcasters, not by set-buying public. Said one: "The need for vhf channels by qualified non-TV users is so great that sooner or later TV will have to go all-uhf. In the late 1940s, the entire FM band was moved and nobody got hurt. If the stations are on uhf, the public will buy the proper receivers of their own accord. But the govt. telling the consumer what he must buy and what he can't buy—it's like prohibition."

TOPICS & TRENDS

GE 19-in. portable is being advertised at $139.95 by some dealers—putting GE in under-$140 race with Motorola, Admiral, Westinghouse. Set is Celebrity model (M200X), with power transformer, antenna and carrying handle. Now carrying open list, it was introduced last year at $159.95. Step-up Golden Celebrity lists at $159.95 with stand.

"Color TV is $200-million-a-year industry (including set sales, servicing, broadcast revenue), RCA group exec. vp W. Walter Watts told Advertising Federation of America midwinter conference in Washington last week. He said color had reached "annual going rate" of $200 million ahead of last fall's prediction that this rate would be attained by end of 1962. He said color is already having dynamic effect on U.S. economy and pointed out that "20,000 individual firms are right now sharing in the manufacture & sale of color sets."

Do telecasters have obligation to support color? NARDA Chmn. Mort Farr urged FCC members, in telegrams, to add this question to network probe, just completed in Washington (see p. 1). He suggested that FCC inquire "why TV broadcast stations & networks refuse to invest some of their fabulous profits in color TV." Apparently FCC didn't go for the suggestion.

Output of components, tubes & semiconductors in 3rd quarter 1961 were nearly 5% higher than in same 1960 period, Commerce Dept.'s Business & Defense Services Administration reported. Tables showing shipments of individual components are available from BDSA's Electronics Div., Washington 25, D.C.

Real wrist radio with 7 transistors, measuring 1 x 2 in., is due for marketing in Japan this month, in U.S. this spring. Made by Standard Radio, it retails in Japan at about $22.

RCA has developed microminiature solid-ceramic circuit, ⅓ the size of an aspirin tablet, that "can perform all conventional circuit functions from amplification to computer switching, and lends itself to mass-production by assembly-line techniques." Semiconductor & Materials Div. vp-gen. mgr. Dr. Alan M. Glover said pilot production of microelectronic device will begin before year's end, described circuits as 100 times smaller and potentially less expensive than equivalent circuits for control, computer and communications systems.

Trade Personals

Merle W. Kremer elected Sylvania senior vp, in charge of Electronic Tube and Parts Divisions; he'll headquarter at Emporium, Pa. tube plant . . . **Armean L. Wright** elected pres. of P. R. Mallory's Mallory Controls Co. Division.

Ralph R. Gayner appointed assistant to Motorola mktg. vp S. R. **(Ted) Herkes** . . . **Maynard F. Nagel** named product service mgr., GE commercial equipment dept. . . . **Allynn W Bowen** appointed mktg. administration mgr. of Sylvania Electronic Systems' eastern operation, at Waltham, Mass.

Richard E. Krafve resigns as Raytheon pres. after less than 2 years "because of differences of opinion on management policies," succeeded by Chmn. **Charles F. Adams** who held presidential post from 1948 until Krafve's election in April 1960.

James J. Shallow, former vp-gen. mgr. of defunct Columbia Phonograph Dept. of CBS's Electronics Div. (Vol. 17:20 p20), has been appointed consultant to Magnavox; he's been touring Europe as representative of Pres. **Frank Freimann.**

Walter H. Eichelberger Jr., Philco radio sales mgr., resigns after 14 years with company.

Arjay R. Miller, Philco board member, advanced from Ford finance vp to new post of vp-staff group, in charge of general counsel, finance, industrial relations, marketing, PR, engineering and research departments, central purchasing office, office of tax affairs, Ford Motor Credit Co., American Road Insurance Co. and Ford Leasing Development Co.; succeeded as finance vp by former vp-controller **J. Edward Lund.**

Dr. William J. Perry, director of Sylvania's Electronic Defense Labs, Mountain View, Cal., awarded Outstanding Civilian Service Medal by Department of the Army, cited by Army Secy. **Elvis J. Stahr Jr.** for contributions in electronic warfare field . . . **William F. Tait** appointed RCA Service Co. division vp, marketing, govt. services.

Harold Dittenhoefer, ex-Symphonic and Olympic, and **Ben Goldner**, formerly with Capehart and Tele-King, have formed Harben Electronics at Port Washington, N.Y. for contract production of phonographs. Dittenhoefer is pres., Goldner vp in charge of manufacturing.

George J. Renne, Beckman Instruments treas., elected a vp . . . **L. P. Saunders** elected Westinghouse vp & managing dir., Far East, for subsidiary Westinghouse Electric International, S. A., Geneva.

Howard W. Main appointed vp-gen. mgr. of Kitchener, Ontario-based Dominion Electrohome Industries' new Consumer Products Merchandising Div.; **Robert F. Moore** appointed sales mgr. of Division's U.S.A. Sales Dept.

Edward J. Baum named manager of EIA's West Coast office, 1717 N. Highland Ave., Hollywood, succeeding **Joseph J. Peterson**, who resigned to become president of General Data Corp., Orange, Cal.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Amphenol-Borg Electronics	1961—year to Dec. 31[1]	$ 73,205,000	——	$ 568,000[2]	$0.41	1,388,677
	1960—year to Dec. 31	67,805,000	——	2,536,000	1.85	1,368,827
Beckman Instruments	1961—6 mo. to Dec. 31	34,550,469	——	2,092,913	1.37	1,458,689
	1960—6 mo. to Dec. 31	31,423,505	——	1,586,010	1.15	1,423,363
Corning Glass Works	1961—year to Dec. 31	229,568,819[3]	——	25,925,900[2]	3.75[5]	6,775,995
	1960—year to Dec. 31	214,871,286	——	22,054,741[8]	3.23[5]	6,770,003
CTS Corp.	1961—year to Dec. 31	21,468,189[3]	——	1,822,734	1.26	1,447,003
	1960—year to Dec. 31	20,047,758	——	1,649,881	1.20	1,372,153
Walt Disney Productions	1961—qtr. to Dec. 31	15,634,302	$3,598,213	1,669,213[3]	1.00	1,674,804
	1960—qtr. to Dec. 31	8,972,159	234,589	115,589	.07	1,626,023
Federal Pacific Electric	1961—6 mo. to Dec. 31	48,507,868	3,311,090	1,954,690[4]	.60[5]	——
	1960—6 mo. to Dec. 31	44,321,000	(600,000)	(287,000)[6]	—	——
GT&E	1961—year to Dec. 31[1]	1,200,000,000	——	73,800,000	1.00	73,287,000
	1960—year to Dec. 31	1,100,000,000	——	72,400,000	1.04	69,000,000
Indiana General	1961—year to Dec. 31	22,034,915	3,724,663	1,790,663	1.56	1,150,002
	1960—year to Dec. 31	19,631,041	2,922,631	1,429,811	1.24	1,131,552
International Resistance	1961—year to Dec. 31	23,005,304[3]	——	2,021,432[3]	1.45	1,391,486
	1960—year to Dec. 31	20,824,173	——	1,943,450	1.40	1,386,498
Litton Industries	1962—6 mo. to Jan. 31	168,000,000	——	7,440,000	1.54[5]	4,815,000
	1961—6 mo. to Jan. 31	108,202,000	——	4,448,000	1.00[5]	4,373,850[7]
Loral Electronics	1961—9 mo. to Dec. 31	30,297,000	2,785,000	1,337,000	.62	2,156,640
	1960—9 mo. to Dec. 31	27,083,000	1,980,000	951,000	.55	1,740,444
Pentron Electronics	1961—6 mo. to Dec. 31[9]	5,106,546	178,894	134,094	.06	2,346,037
	1960—6 mo. to Dec. 31	997,044	(254,348)	(254,348)	—	810,000
Warner Brothers	1961—qtr. to Dec. 2	22,057,000	3,939,000	1,939,000	1.60	1,207,513
	1960—qtr. to Dec. 2	23,871,000	3,373,000	1,773,000	1.16	1,527,900

Notes: [1]Preliminary. [2]After pre-tax loss of $2.3-million by subsidiary FXR, acquired May 1961. [3]Record. [4]Includes $566,122 non-recurring income. [5]After preferred dividends. [6]After $313,000 tax credit. [7]Adjusted to reflect 2½% stock dividend, Oct. 1961. [8]Before non-recurrin[illegible] of $2.3 million from sale of investments. [9]Includes operations [illegible] companies acquired during period.

Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
Walt Disney	Q	$0.10	Apr. 1	Mar. 16
General Tire & Rubber	Q	.30	Feb. 28	Feb. 19
Magnavox	Q	.12½	Mar. 15	Feb. 23
Magnavox	Q	.12½	June 15	May 25
Meredith Publishing ..	Q	.35	Mar. 13	Feb. 23
TV Development (New)	—	.10	Mar. 30	Mar. 15
United Artists	Q	.40	Mar. 30	Mar. 16
Warner Bros. (New)..	Q	.12½	May 4	Apr. 13

Toshiba common shares were placed on U.S. & European market last week in the form of American depositary shares—each priced at $15.50 and representing 50 shares. Total offering: 30 million Toshiba shares, or 600,000 American depositary shares. Underwriting group is headed by Smith, Barney & Co. and Nomura Securities Co. Ltd. Toshiba's U.S. offering is 2nd by a Japanese firm, follows successful sale of Sony shares last June (Vol. 17:24 p19).

Electronics Capital Corp., San Diego small business investment firm headed by Charles E. Salik, reported total net assets of $39,595,323 at end of fiscal-1962's first half, Dec. 31. ECC's commitments totaled $25,155,000 to 20 companies. Shareholders numbered 16,428.

Warner Bros. stockholders have approved a 4-for-1 split of the common stock, increased authorized shares to 7.5 million from 5 million.

GE Credit Corp. posted net earnings of $9,540,000 in 1961—up from $7,325,000 the preceding year.

Distributor Notes: Sylvania names Taylor Distributing Co., E. 204 Augusta (L. I. Taylor, pres.) . . . **Radio & Appliance Distributors Inc.** (RCA), E. Hartford, Conn., promotes Herman M. Sternberg to vp-gen. sales [illegible] ceeding Fred G. Cook, resigned . . . **Blonder-** [illegible] appoints Rocke International Corp. as ex[illegible] affiliate . . . **Sylvania and Igoe Bros. Inc.** h[illegible] part company, terminating latter's franchise as distributo[illegible] in metropolitan N.Y.-N.J. area . . . **Graybar Electric** has been appointed Sylvania TV-radio-stereo distributor for western N.Y. & northwestern Pa.

EIA technical-commercial trade mission leaves [illegible] Europe Feb. 15 with [illegible] scheduled for Paris [illegible] W. L. Larson, Switc[illegible] art, Antenna Specialists, [illegible] Hunt, Corning Glass; Gilbert E. Gre[illegible] ics; Lawrence Becerra, Sprague; Barton Weller, Vi[illegible] J. A. Hannan, Globe Union; John Kitka, Grayh[illegible] Bailey, Investors Diversified Services; Leslie Peter, [illegible] Sol; E. M. Paradise, Connector Corp.

Standard Kollsman Industries & Japan's M[illegible] Electric have concluded a licensing a[illegible] latter will produce Standard Kollsm[illegible] ment permits Matsushita to export T[illegible] Kollsman tuners to all world markets, including U.S.

TV Development Corp. and **Nashville Electronics Inc.** are among 7 companies which will be listed for trading on National Stock Exchange which debuts Mar. 7.

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WEEKLY

Television Digest

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The authoritative service for executives in all branches of the television arts & industries

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CONGRESS TACKLES ALLOCATIONS ENIGMA. Sen. Pastore setting all-channel-set hearing, Rep. Harris scheduling full week starting March 5 (p. 1).

CLOSED-CIRCUIT SYSTEM links N.Y. hotels, bringing 3 commercial channels of tourist & convention data to 40,000 visitors. (p. 2).

'BOOZ REPORT'—WHAT'S WRONG WITH FCC—discussed by Commission. Some consider study shallow. Too-powerful executive director rejected (p. 3).

WHITE HOUSE TV TOUR SMASH SUCCESS with estimated 75% of viewers following Mrs. Kennedy through executive mansion. ABC decides to televise show Feb. 18 (p. 3).

ORDERS PROTECTION AGAINST CATV-MICROWAVE, ing denial of more signals to systems in Wyo., favoring RB-TV p. 4).

Consumer Electronics

RECTANGULAR COLOR TUBE development goes on, National ideo exploring producibility of Motorola design and hoping to n production by year's end (p. 7).

"SOMETHING NEW" in '62? If there is it's being carefully guarded. Trend to 27-in. being accelerated; little hope for "square" 29-in. Some production likely with new 16-in. bonded tube (p. 7).

HEAVY CONCENTRATION on 19-in. planned in first quarter, with factories now making more than industry is selling, while 23-in. sales outstrip factory production (p. 8).

PICTURE-TUBE INDUSTRY wheels turning fast, production up, but low prices & margins cause shutdown of Thomas Electronics & Pioneer Electronics (p. 8).

OFFICIAL 1961 TV PRODUCTION—6,177,979. EIA's final tally shows TV & radio production slightly higher than preliminary reports indicated; 1961 also a banner year for FM, a dismal one for uhf (p. 9).

1961 PICTURE TUBE SALES rose to 9,306,927 units valued at $185,553,642, up from 9,013,671 at $180,832,131 preceding year. Receiving tubes, EIA figures show, lagged behind 1960 in both units & dollars (p. 11).

S TACKLES ALLOCATIONS ENIGMA: TV allocations debate reaches another climax this week. Industry files huge mass of comments with FCC, on deintermixture, vhf drop-ins, over-all policy. Senate Communications Subcommittee under Sen. Pastore (D-R. I.) conducts hearing on all channel-receiver legislation (S-2109), starting Feb. 20, running 2 or more days. Rep. Harris (D-Ark.) announced that his hearing on all-channel and anti-deintermixture bills will run full week starting March 5.

allocations is most intense attention given to TV-radio matters since days ings. Rep. Springer (D-Ill.) will testify before Pastore's subcommittee, and day of his hearing for House members fighting deintermixture.

or Senate hearing: Feb. 20—FCC and Springer; Feb. 21—Frank Stanton, CBS pres.; David JCEB secy.; Lester Lindow, AMST exec. dir.; L. M. Sandwick, EIA Consumer Products Div. staff; Le- ollins, NAB pres.; Lawrence Turet, WXIX Milwaukee; Wm. Putnam, WWLP Springfield, Mass. More come in, running hearing into 3rd or 4th day. Harris has House members March 5, FCC March 6, every- 7-9.

sked Congress for all-channel-set bill, but it may ask lawmakers to keep hands off allocations. Chmn. Minow may have foreshadowed latter position in testimony on AM clear channels before House Communications Subcommittee last week. He said: FCC agrees with Rep. Younger (R-Cal.) who asked: "Would not this legislation put Congress into the frequency-allocation business?" "Matters of this sort," Minow went on, "are not well adapted to the 'across-the-board' treatment which is more or less inherent in the

legislative process, as opposed to the opportunity for more detailed, specific, carefully tailored treatment which an administrative agency can give."

Comr. Lee supports all-channel-set idea but doesn't expect much from it. In address to IRE Fellows at Tarrytown, N. Y. last week, he said it may take "lifetime" for benefits to develop because: (1) "You can't write laws to compel people to install uhf antennas." (2) A govt.-industry committee would have to advise FCC on implementing new law—taking about 2 years of study. (3) Rule-making—another 1½ years. (4) Manufacturing tooling up time—a year. That takes you to about 1966, he said, and "the public will still be paying tribute to the prosperous few who cry every day on the way to the bank." Improved standards in uhf, urged by some, are "gimmicks," according to Lee who claimed that resultant incompatibility would be "kiss of death to uhf." Move everything to uhf, he repeated. He also gave engineers brief report on FCC's experimental uhf results in N. Y.:

"The data from the first 100 locations indicates no significant difference, within 25 miles, of low vhf, high vhf and uhf transmissions." He noted that Adler Electronics has placed Ch. 77 repeater on tower of George Washington Bridge, to see how it fills shadows. Minow, Lee and staff engineers were in N. Y. Feb. 15 for look at station, rest of commissioners due for trip this week. Last week's group got fill-in from veteran RCA uhf experimenters headed by engineering vp Dr. George Brown. RCA has tested sets in about 100 locations. According to one FCC observer, RCA offered no conclusions. His own conclusion: "Reception of both vhf & uhf in lower Manhattan is poor—shadows & ghosts—and variations in uhf results seem no greater than vhf variations."

Comr. Ford argues for all-channel measure in Feb. 24 TV Guide, stating that it's constitutional, "drafted very narrowly" to limit it to TV—that it won't let FCC dictate "how toasters are made." He counters argument that many people won't need uhf in their sets with statement that vhf sets have 12 channels, but almost no one can use all 12.

CLOSED-CIRCUIT SYSTEM FOR N. Y.: One of most ambitious closed-circuit TV ventures will make programming debut in Manhattan March 1—hooking up 35-40,000 hotel rooms in nearly 50 midtown hotels for 3 channels of commercial TV specially tailored to tourists & convention delegates. Eventual goal is 75,000 sets in 75 hotels.

Project is operated by Teleguide, owned by Sterling Movies U.S.A. Inc., distributors of free film for TV stations—off-shoot of, but no longer connected with, Sterling TV Films. Teleguide quietly obtained city permission to lay own coaxial cable under 10-year franchise—first such franchise granted by city in 38 years. (City, incidentally, demanded limitation on commercials.) Firm has invested about $250,000 in project.

Teleguide will provide 3 specialized channels for hotel guests—in addition, of course, to New York's 6 broadcast channels. Principal channel will be Ch. 6 (hotel bellboys are instructed to tune sets to this channel when ushering guests into room). This will feature continuous performance of one-hour program 7 a.m.-1 a.m., giving highlights of entertainment attractions, shopping, sightseeing, together with news, time, weather, stock market reports, etc. Entire show will be changed weekly, although parts of show will be changed hourly. Featured commentators & personalities will be Bob Considine, Kenneth Banghart & Wendy Barrie.

Ch. 3 will contain abbreviated 30-min. version of Ch. 6 show with foreign-language commentary—alternating French, German, Italian, Portuguese, Spanish & Japanese. Ch. 10 will be "convention channel," with live, film & tape pickups from conventions, information for delegates, etc. Teleguide is rushing to get convention channel ready to debut with next month's huge IRE convention—city's biggest.

Teleguide will limit commercials to 2½ minutes per quarter-hour under terms of agreement with city. Service is available to hotels without charge in either direction—hotel doesn't pay Teleguide, Teleguide doesn't pay hotel. However, Telegide will have optional "local commercial" set-up, installing slide machine & audio tape player in individual hotels to insert local commercials—keyed to operate during last 4 minutes of each hour on automatic signal from Teleguide studios at 43 W. 61st St. Hotels participate in revenues from these "local" commercials but not from so-called "network" commercials which are fed to all hotels.

First Teleguide rate card, issued for Ch. 6, gives these basic rates (based on 50,000 sets). One hourly spot per day (18 times), $350 for 60 sec., $270 for 20 sec., $150 for 10 sec. Weekly rates (126 times) are $1,800, $1,200 & $800.

Most major hotels have signed up—including Waldorf-Astoria, Sheraton hotels, Manger hotels, Summit, new Americana, Plaza, etc. Teleguide principals are Pres. Charles F. Dolan, ex-Telenews; gen. mgr. Morton B. White, ex-Radio Free Europe & former exec. dir., American Council on NATO; sales dir. John R. Porterfield, industry veteran whose posts have included gen. mgr. of WGLV Easton & WNET Providence; chief engineer Fred Green, ex-Jerrold; hotel relations mgr. Thomas A. Cronin, ex-Wells TV. Teleguide hq is at 375 Park Ave.

In Washington, "Hotelevision," headed by CATV veteran Martin Malarkey, plans to start one-hotel closed-circuit system in Sheraton-Park by March 15. Malarkey's negotiating with all major hotels in city. System provides 30-min. program repeated 8 a.m.-8 p.m. daily, film & slide, offering 24 min. "things to do in Washington," 2 min. spiel on hotel facilities, 20-30 ten-sec. spots sold to all comers. Spot price is "very nominal," Malarkey says, is based on number of sets. Staff will be 4-6 initially.

Note: Another venture in closed-circuit entertainment programming—of different type—is scheduled for April 7 when TelePrompTer and show business impressario Lee Gordon will present nationwide "Twist Spectacular," featuring Chubby Checker and other panjandrums of latest dance craze, piped into theaters, arenas & ballrooms. Producers are shooting for 100 viewing locations in 80 cities.

'BOOZ REPORT'—WHAT'S WRONG WITH FCC: FCC chewed over recommendations of management consultant Booz, Allen & Hamilton in special meeting Feb. 12, came up with nothing final. We gather, however, there's considerable belief that BA&H didn't get deep enough into Commission's work.

Another important thing that emerged was expression by Commission, including Chmn. Minow, that the recommended "executive director"—to be attached to chairman's office—certainly shouldn't have as much power as BA&H apparently thinks he should have.

BA&H believes bureau chiefs should funnel work through executive director, rather than reporting directly to full Commission. At last week's meeting, we're told, it was made clear FCC doesn't want that at all. BA&H believes Office of Opinions & Review and Office of Hearing Examiners wouldn't have to report to chairman except on administrative matters—because "due process" laws direct most of their activities.

Big plaint of study was that Commissioners are too involved with routine that staff can handle, don't have enough time for big policy matters. Second most important recommendation is that chairman is loaded with responsibilities but isn't given sufficient power to discharge them—that full Commission has to worry about too many details.

Report recommends greater emphasis on recruiting of competent key staff members, suggests it might be good idea to bring in a little fresh blood from time to time.

Present organization of Commission into bureaus and specialized offices meets with BA&H's approval. However, it considers setups within these rather sloppy, believes they can be shuffled for efficiency. It says that most FCC work is important—which sort of warms the regulatory cockles.

Basically, report urges commissioners to use "self restraint," to delegate administrative and non-policy matters to executive director and staff, to devote their own time to the big picture. Traditionally, Commission is very slow to relinquish any powers—but in last couple years it has shucked a lot of trivia off on staff. Staff, as usual, is overworked—bigger the job, the more harassed. BA&H thinks FCC ought to have more money, gets little argument there.

Commission will get back to report again in month or so. When completed, it goes to Budget Bureau, thence to Congress. No telling now what will come of it. FCC has been waiting for report before deciding how to implement reorganization plan approved by Congress last year.

WHITE HOUSE TV TOUR SMASH SUCCESS: Mrs. Kennedy's guided tour of refurbished & redecorated White House, telecast simultaneously by CBS & NBC, garnered huge audience, caused revised thinking at ABC which decided to carry it Feb. 18.

ARB reported audience of 46,550,000, 75% of viewers, watched First Lady describe restoration & historic background of executive mansion. ABC's popular Naked City wasn't in running, drawing reported 22% of audience.

ABC hadn't planned to broadcast program, claiming Glenn space shot postponements had strained news budget, changed mind after CBS-NBC telecast, scheduled it in place of Maverick in 6.30 p.m. slot last night. Network also announced it would contribute one-third of program's production cost.

Slight squabble developed over reports that networks would be expected to "contribute" to Fine Arts Committee which handles finances of White House refurnishing & redecorating. CBS announced it was considering contribution (Chmn. Paley said to be planning donation of a painting), but denied it suggested other networks do same. ABC news vp James Hagerty reportedly said network would "under no conditions" make "donation to a government." He termed program "one of the finest hours ever seen on TV." White House News Secy. Pierre Salinger denied there was "quid pro quo" involved in plans for program.

FCC ORDERS PROTECTION AGAINST CATV-MICROWAVE: Protection of small-town stations against competition of CATV is now firm FCC doctrine. In final decision last week, Commission denied grant of additional microwaves to Carter Mountain Transmission Corp. to feed big-city signals to CATV systems in Thermopolis, Riverton & Lander, Wyo. It acted on protest by KWRB-TV Riverton (Vol. 1:14 p3). Carter Mountain said it will appeal, may be joined by phone company.

Commission said it would consider microwave applications again when CATV operator could show that it would avoid duplication of KWRB-TV programs and would carry KWRB-TV signals adequately.

"True," FCC said, "a grant of the [microwave] application would permit the rendition of better service by the CATV, but at the expense of destroying the local station and its rural coverage. The CATV would permit the urban areas a choice of coverage, but the local station, especially in this case of a single station market, serves a wider area . . . We do not agree that we are powerless to prevent the demise of the local TV station, and the eventual loss of service to a substantial population; nor do we agree that the Commission's expertise may not be invoked in this instance to predict this ultimate situation." Comr. Cross dissented, Bartley abstained from voting.

In another CATV-microwave case, Commission said that hearing on renewal of microwave serving system in Scottsbluff, Neb. area should include an issue to determine impact on financial health of KSTF Scottsbluff.

CURRENT CAPSULES

License-fee proposal was issued by FCC last week, as we forecast (Vol. 2:7 p2)—most important feature being $250 for each TV application, $150 for AM or FM. Proposal squeaked by, 4-3, Comrs. Bartley, Ford & Cross dissenting.

Industry comments are due by April 16—but NAB Pres. Collins didn't wait. He said: "The FCC is not a taxing agency. It is a regulatory one. Its prime responsibility is to the people. In a broad sense its regulatory powers are exercised for their benefit and not for the private advantage of the industry regulated. Hence, as a matter of philosophy and right, the costs of such regulation are justified as a general public expense." He said he endorsed Senate Commerce Committee's 1954 comment: "The Committee feels the Congress should set up the basic standards for each agency to follow in imposing charges for licenses."

———■———

Applications for Ch. 10 Miami will be accepted by FCC until May 21, Commission reminding that WLBW-TV was granted only 4-months license after channel was taken away from WPST-TV (National Airlines) for attempts to influence FCC members off the record. WLBW-TV was given 3-month special authority to continue until May 21, was directed to file application for license renewal. If competitors appear, as expected, it's assumed WLBW-TV will be kept on air until victor is chosen—possibly several years from now. Interesting speculation: Will National Airlines apply now? When WPST-TV quit operating, Pres. George Baker announced intention of getting back into game. Prevalent view among FCC lawyers is that National isn't eligible to apply now—but Baker may choose to contest that opinion.

———■———

CBS got NCAA football broadcast rights for 2 years for $10.2 million—$4 million more than ABC paid 2 years ago. Reportedly, NBC bid $8.8 million, ABC $8.6 million.

Expressions of horror from critics about TV's "vast wasteland" notwithstanding, medium seems to be A-OK with man-in-the-living-room, better than ever. TIO Dir. Louis Hausman announced results of survey by N.Y. pollsters Elmo Roper & Assoc.: 52% of persons interviewed get most of their news from TV vs. 57% for newspapers, but 39% would be more inclined to rely on TV for accuracy than other media, against 24% who felt that newspapers are most believable. In similar poll in 1959, only 29% voiced most confidence in TV's reporting, 32% for papers. Backing into same question, 28% said they would be least inclined to believe newspapers, only 7% felt same toward TV.

One point about which there was little argument was that if all media but one had to go, most would keep TV. TV was choice of 42%, same as in 1959, but newspapers got vote of only 28%, down from 1959's 32%. Illuminating fact turned up in question about "the bad effects of TV on children." Groups expressing most concern: (1) those with no children, (2) those with no TV or who don't watch it, (3) those with grade-school education or less. Persons with college education voiced least concern.

———■———

Pitch for revision of courtroom TV-radio ban, Canon 35, was made by NAB Freedom of Information Committee Chmn. Frank P. Fogarty in Chicago. He told American Bar Assn. committee that trial broadcasts permitted by some judges "indicate conclusively that so far as technology is concerned, court proceedings may be broadcast in an orderly, unobtrusive manner." He discounted fears that equipment & technicians in courtroom would impinge on dignity or order of proceedings, cited NAB's *Code of Conduct for Broadcasting Public Proceedings* as evidence of industry's determination to handle broadcasts with discretion. Fogarty recommended replacement of Canon 35 with rule permitting each judge to determine whether broadcasts will be permitted.

———■———

NAB is aiming for President Kennedy to address convention in Chicago April 1-4, in addition to FCC Chmn. Minow and USIA Dir. Edward R. Murrow. Engineering conference luncheon speakers: Sir Harold Bishop, BBC engineering dir.; Dr. John Pierce, Bell Labs satellite expert; another to be chosen.

Personals

Charles N. Hill, NBC-TV producer-dir., has been named USIA TV service dir., succeeding Romney Wheeler, who has headed division since inception 3 years ago. Before joining NBC, Hill was CBS-TV producer-dir., in Washington for 3 years, N.Y. for 6. Wheeler is a foreign service officer, may be assigned to post overseas.

Aaron M. Cohen, ex-WPIX N.Y., named research & sales promotion dir., WCBS-TV N.Y.

Howard B. Anderson resigns as ABC Films sales vp . . . **Paul A. Erbach** promoted to asst. exec. dir., Writers Guild of America, East . . . **Alfred Butterfield**, independent TV & film producer-writer, named United States Productions chmn. & exec. producer.

Edward R. Murrow, USIA dir., designated recipient of NAB's 1962 "Distinguished Service Award," to be presented during annual convention in Chicago April 1-4. Recent recipients: 1961, former NAB Pres. Justin Miller; 1960, NAB Chmn. Clair McCollough; 1959, NBC Chmn. Robert Sarnoff; 1958, CBS Pres. Frank Stanton; 1957, former President Herbert Hoover.

Lew Shollenberger, of ABC, TV-radio pool producer & coordinator for Glenn space shot, suffered broken arm, 5 fractured ribs, possible skull fracture, in fall from ladder at pool hq in Cocoa Beach, Fla. **Frank La Tourette**, ABC-TV space shot producer, replaced him; **Sid Darion** took over ABC-TV coverage.

Alvin Korn, ex-WNTA-TV-AM-FM advertising & promotion dir., named to similar post with WNAC-TV-AM-FM Boston and Yankee Network . . . **Carl Cederberg** promoted to WJBK-TV Detroit news & public affairs dir., succeeding **Dr. John Dempsey**, who resigns to resume teaching . . . **John E. Horton**, who heads own PR firm in Washington, named vp, Norwood Film Studios there . . . **Robert Hanna** promoted to WCKT Miami local sales mgr.

James F. Macandrew, N.Y. City Board of Education Bcstg. Dir. and Exec. Dir. of Regents Educational TV Project of N.Y. State Education Dept. since 1958, named School Programs Dir., Educational TV for the Metropolitan Area (Ch. 13) N.Y.

Harold R. Sugerman elected finance vp & treas., H & B American Corp.

Albert J. Jaffe, "Sponsor" managing editor, named RAB promotion director, occupying post formerly held by **Miles David**, now RAB administration vp . . . **Frank J. Carlson & Donald F. McCarthy** promoted to new posts of Eastern & Western asst. sales mgrs., respectively, for N.Y. office of Avery-Knodel . . . **Bob Allison** promoted to CBS Washington Bureau news dir. & exec. producer.

Obituary

Abe Montague, 69, Columbia Pictures exec. vp, died Feb. 13 while vacationing at Stuart, Fla. He entered movie business in 1908 at age of 16, operating theatre & dance hall at The Weirs, N.H., joined Columbia in mid-twenties, became exec. vp in 1958. His widow survives.

Kosmo J. Affanasiev, 62, a branch chief in FCC's Telephone Div., died after a long illness at home in Kensington, Md. Feb. 10. Native of Russia, he fled to U.S. during Bolshevik revolution. His widow survives.

Lampoon of FCC network program hearing by critic Jack Gould in Feb. 11 *N.Y. Times* is one of most scathing and hilarious on record. Example: "Counsel: But there has been testimony that you cater only to the majority and neglect the minority. Witness: Our research does not show anything of the kind. In this country there is only a handful of automobile, soap and cigarette manufacturers; they are vastly outnumbered by educators. We constantly address ourselves to the needs of the minority." Gould has FCC chairman winding up with: "In the last analysis, however, the only way to overcome the scarcity of channels is through an abundance of hearings. We will take a 2-year recess and then hear from Pete and Gladys."

Tall-tower jurisdictional fight between FCC & FAA is analyzed in Feb. issue of D.C. Bar Assn.'s *Journal* by Washington attorney Arthur Stambler. He concludes: "The basic jurisdictional difference between FCC & FAA is symptomatic of the absence of and need for a sound and unified national policy on this matter of the inter-relationship of tall broadcast towers and aviation safety. Without such a policy, achieved by the cooperative efforts of both agencies, this entire area of tower regulation is infected by a basic uncertainty and disorder."

President's Committee on Employment of the Physically Handicappd presented distinguished service award to NAB and broadcasting industry for support of "Hire the Handicapped" campaign. Award was given to NAB Pres. Collins at White House Feb. 14 by President Kennedy and committee chmn. Maj. Gen. Melvin J. Maas. TV & radio stations during last 10 years have donated more than $50 million in free time to promote campaign, Maas estimated.

Network TV gross time billings in first 11 months of 1961 totaled $679,068,137, up 9.2% from $621,686,247 in same 1960 period, TvB reported. ABC showed 21% increase, $143,802,940 to $174,042,240; CBS rose .8%, $250,934,013 to $252,820,720; NBC picked up 11.1%, $226,949,294 to $252,205,177. Revised Nov. billings under new compilation system (Vol. 2:5 p5) were: CBS, $24,808,857; NBC, $23,346,239; ABC, $17,719,890.

"Interleaved sound," NBC-developed method of transmitting audio within video, is being tested by network and AT&T. System involves use of single circuit to carry audio & visual signals, with sound inserted as integral part of picture signal, undetectable by viewer. Use of interleaved sound eliminates audio interruptions caused by failure of normal sound circuits.

NAB's first conference on public affairs and editorializing March 1-2 (Vol. 2:4 p2) adds FCC Comr. Ford as participant in panel on "Editorializing on Behalf of Political Candidates"; he joins Ewald Kockritz, Storer Bcstg., and NAB Gen. Counsel Douglas Anello.

Modified Zoomar lenses offering "100% optical improvement" over present models have been announced by Television Zoomar. Pres. Jack A. Pegler said all in-service "Super Universals" covered by company's warranty & service agreement will be modified without charge, beginning about Apr. 1.

Exclusive U.S. Govt. film distribution and sales contract was awarded to Norwood Studios Inc., Washington, D.C. Contract has been held by United World Films since 1947.

"Govt. has no business telling broadcasters what to broadcast," *N.Y. Herald Tribune* declared in Feb. 11 editorial. Commenting on FCC programming hearings, paper said TV is in business to please the customers, not FCC Chmn. Minow. "Mr. Minow's programming ideas may be perfectly sound," *Tribune* added, "but he is only one of a good many million set owners." Warning against "bureaucratic meddling," paper opined: "The federal govt. has enough programs of its own to worry about without taking on those of television, too."

Proceedings to revoke license of radio WGRC Green Cove Springs, Fla., have been begun by FCC, which charged Frank Van Hobbs with operating station without FCC authority from Feb. 1 to Dec. 18, 1961, when it went off air. Station was transferred from Hobbs to Palms Bcstg. Corp. in June, 1960, but application filed in Feb. 1961 to transfer station back to Hobbs was dismissed for lack of prosecution. Commission says Palms then apparently abandoned station, Hobbs resuming control without FCC approval.

Favoring uhf translator applicant over objections of CATV operator, FCC Examiner Elizabeth C. Smith recommended grant of 3 translators in Farmington, N.M. area to San Juan Non-Profit T-V Assn. (Vol. 1:7 p6). CATV operator in Farmington, Teleprompter Transmission, had argued that translators were intended solely to relay better signals from Albuquerque to Farmington, not to serve viewers directly—and therefore would violate Commission rules. Examiner Smith concluded that new viewers would be served and that relaying function would be merely incidental.

New Brazilian TV decree represents considerable improvement over last year's stringent rules imposed by Quadros govt. (Vol. 17:20 p17), TV Program Export Assn. Pres. John G. McCarthy said last week. New ruling permits considerably more foreign film than old, relaxes stiff penalties for infractions set by former govt. Although new rules require Portuguese dubbing of all foreign film material, McCarthy stated that further clarification is needed, "as our discussions indicate that it was not intended to include feature-length motion pictures in this provision."

With a new vhf channel in Syracuse, FCC now asks whether a uhf should be assigned, as proposed year ago. Commission originally proposed addition of Ch. 37, but after entreaties by radio astronomers who want the channel, it is asking whether Ch. 33—if any channel—should be added (Vol. 2:7 p6).

Slow motion & "freeze frame" TV techniques developed by NBC will be used for first time in Glenn orbital shot. NBC reports system differs from other TV slow-motion techniques by presenting "extremely slow" movement without "jerky" transition, also permits total freeze.

Bomb Soviet-bloc countries with miniature TV sets, so viewers can pick up free world broadcasts, Sen. Alexander Wiley (R-Wis.) suggests. He said he "understands" such sets could be built in quantity for $20 to $30, floated behind iron curtain with balloons.

Referendum in Monterey, Cal. upheld grant of CATV franchise to Alarm Corp. after attempt by KSBW-TV Salinas to have grant reversed. Elsewhere in Cal., H & B American Corp. received contract to build system at Vandenburg Air Force Base to begin operations in 3 months.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

RECTANGULAR COLOR TUBE WORK GOES ON: Don't assume Motorola has gone faint-hearted in its quest for 23-in. rectangular 90-degree color tube just because it announced it intends to be in color next fall (Vol. 2:3 p7). Although Motorola has been silent recently about its color tube, there's evidence that development work hasn't been dropped.

It's true that consumer products exec. vp Edward R. Taylor said Motorola may have to use RCA's 21-in. round color tubes in its first sets. It's also true that when Motorola asked tube industry to pick up ball on development of compact rectangular version of shadow-mask tube there were no publicly announced takers. But——

Development of tube is continuing, we understand, in labs of National Video Corp., which turned out first display samples of Motorola's tube last year. It's understood that National Video is now investigating whether tube is producible at cost & quality competitive with round tube; that it hopes to have pilot run and first quantity production of tube by year's end.

Motorola is silent on whole thing, except to say development is continuing and to point out that tube is not being produced anywhere nor is it ready for production.

So don't dismiss it just because you haven't heard anything about it recently. Many people in industry say it can't be done at present time with quality & economy. But others think it just might be possible—and they're working on it.

'SOMETHING NEW' IN '62? This is time of year when TV manufacturers play cards very close to chest to avoid giving competition clues to their plans for new models. Trends for spring-summer lines are still carefully guarded, locked in labs. But we can make some surmises.

Will there be something "really new" in black-&-white new-set introductions this year? We have feeling there will be. Can't say what, just yet . . . or who. And we could be wrong . . . this development could be for next year.

In more prosaic business of guessing trends in picture-tube sizes, here's way we see it:

There's no question 19-in. portable will continue to dominate market—but, with restyling, there could be surprising vitality in 23-in. business. Trend away from 110-degree tube in 23-in. size should continue, with more emphasis placed on slightly deeper (but less expensive) 90-degree.

Sleeper of the year has been 27-in. size, now selling far more heavily than when originally introduced many years ago. Trend to 27-in. will be accelerated (it will soon be joined by private-labelers Wells-Gardner, Trav-Ler & Muntz) and by mid-summer nearly everybody should have his feet in.

Will there be another big size—a square-cornered 27-in., or, more properly, a 29-in.? We say no. Sounds attractive, but as one industry specialist commented, "it would cost & weigh like a pool table." Everybody's interested in this size until they see costs. 'Taint worth it; 27-in. is good enough.

At other end of scale—what about the jelly-glass sizes? Inspired by success of imports with 8½-in. tubes, at least one small U.S. manufacturer is exploring whether to offer tiny-tube personal set. There's some evidence that this won't become trend, that public—which always has preferred bigger & bigger tubes—hasn't changed.

Moving up size ladder, we find little enthusiasm for 14-in., Matsushita's bookshelf portable notwithstanding. We may be wrong, but we can't see it.

Then there's the new lightweight bonded 16-in. bottle being offered by Corning. Nobody knows if public will dig that one, but we think somebody's going to try to find out. Principal advantage of this size is that it may make possible set weighing about 20 lb. (although bulb itself weighs 7 lb., cap & resin 4 lb.). Disadvantage: 16-in. set would cost almost as much as 19-in. Nevertheless, we think somebody will take chance with it.

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May	470,399	442,176	22,782	32,295	1,196,949	1,277,040	408,875	463,165	49,705	65,438
June	615,118	518,870	34,641	34,245	1,626,263	1,551,451	518,010	596,870	88,808	105,317
July	383,378	268,854	23,233	14,621	1,030,399	890,359	320,128	328,009	48,114	49,707
August	514,674	462,286	33,946	26,829	1,385,101	1,048,406	451,374	340,860	69,090	71,125
September	694,580	678,937	41,253	46,161	2,048,698	1,945,092	591,493	788,961	110,174	111,745
October	620,815	499,999	43,198	38,999	1,796,391	1,727,560	576,529	639,357	95,318	88,596
November	582,952	429,757	42,743	34,381	1,730,761	1,468,847	588,343	596,872	125,184	86,323
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TV-RADIO PRODUCTION: EIA statistics for weeks ended Feb. 9 (5th and 6th weeks of 1962):

	Jan. 27-Feb. 2	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	132,423	146,293	112,301	623,737	480,236
Total radio	334,491	358,231	289,045	1,665,620	1,379,118
auto radio	122,407	132,241	101,244	640,754	488,380

	Feb. 3-9	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	142,731	132,423	110,410	766,468	590,646
Total radio	246,894	334,491	264,411	1,912,514	1,643,529
auto radio	125,431	122,407	79,281	766,185	567,661

TOPICS & TRENDS

European approaches to picture-tube implosion shielding: Mullard, Philips' British subsidiary, is marketing bonded tubes with plastic caps similar to Corning's molded glass caps. Its parent Philips, Netherlands, is experimenting with unique approach—picture tube which uses no shielding at all. Developmental "implosion-proof" tube has neck encased in polyester & fiberglass sleeve for strength. Preliminary experiments have shown that while tube can be cracked or broken, it won't implode, because added strength around neck prevents "faults" in glass from spreading, permitting air to enter.

■

ID suit against Philco & Philco Finance Corp. has been filed in Los Angeles Superior Court by Sol Hirschhorn, secy. of Credit Merchants Assn. of S. Cal., asking $250,000 damages on charge that Philco based its ID tape-plan on idea he submitted in 1955 at company's request. He charges he copyrighted plan in 1952, conceived it to merchandise food freezers via retail groceries. Hirschhorn says Philco requested plan in 1955.

• Loblaw Inc., Pittsburgh supermarket chain is suing Appliance Associates officials, including Pres. Melvin S. Landau, for $39,934 it claims is still due on ad allowances in connection with AA's tape-register plan carried in 43 Loblaw stores. Appliance Associates had notified Loblaw it was canceling tape-promotion, effective Feb. 15 (Vol. 2:6 p9).

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New Sonora TV-Stereo line, made by Trav-Ler for national distributor Park Radio Service (Vol. 2:5 p9), was introduced last week in N. Y. Five-set TV line starts with 17-in. portable at $139.95, with 19-in. sets at $159.95 & $179.95, and 23-in. consoles at $229.95-$259.95. Stereo line includes portables at $69.95, consoles $124.95 & $129.95 with AM radio. Sonora also has special full-feature open-list 19-in. portable for marketing thru electronic parts jobbers, may eventually offer full TV line for jobbers.

■

Macy's is taking orders for 14-in. Panasonic TVs by Matsushita in its N. Y. stores—delivery in 3-4 months. Unique full-page newspaper ads last week were devoted to this Japanese import, stated that Macy's had 6 sample receivers—one in each N. Y. store—and offered to take orders for May-June delivery. Ads said sets were "flown VIP on a jet flight from Tokyo to N. Y." Macy's ads even told readers how to pronounce Matsushita.

■

GE will gradually close its tube plant at Scranton, Pa., starting in April, and will move production facilities to its Owensboro, Ky. plant. Scranton plant mgr. James E. Campbell said the facility, operated by GE since 1953, has been operating at less than 1/3 capacity for some time, that consolidation of operations is necessary if GE is to remain competitive with other tube manufacturers. Plant employs 300 persons.

■

TelePrompTer Corp. enters component hi-fi field with acquisition of Weathers Industries, Barrington, N. J. manufacturer of speakers, turntables & stereo pickup systems.

■

FM stereo came to Pittsburgh last week, with debut of stereocasts on WKJF—72nd station to initiate stereo broadcasting.

Trade Personals

Robert S. Alexander, board chairman of Wells-Gardner, elected vp of ITT's U.S. Instrumentation & Equipments Group, including ITT Industrial Products Div., Industrial Labs & Export Dept. ITT owns about 10% of Wells-Gardner stock.

Charles G. Sherwood, former exec. asst. to head of ITT's U.S. Commercial Group, elected exec. vp of ITT Europe Inc., ITT's Brussels-based European headquarters organization.

Robin Kersh named Westinghouse corporate sales vp, headquartering in Pittsburgh, succeeded as head of Northeastern region by **R. H. Wagner**, elected a vp; **Roy V. Gavert** elected mfg. vp, succeeding **D. C. Burnham**, appointed vp-gen. mgr. of Westinghouse's new industrial products group (see below); **S. W. Herwald**, formerly research vp, elected vp-gen. mgr. of new electronic components & specialty products group.

John L. Hanigan, Corning Electrical Products vp-gen. mgr., has left on business tour of Europe; **Allen W. Dawson**, mgr. of Corning's TV bulb sales dept., recently returned from Europe.

Henry J. Noebels appointed Beckman Instruments international research dir. . . . **Donald T. Spaulding** named pres. of IBM's Federal Systems Div. . . . **Charles T. Zavales** joins Del Electronics, Mount Vernon, N.Y., as engineering vp.

John Bennett appointed parts & service ad & sales promotion dir., Philco Consumer Products Div. . . . **Felix N. Millecan**, ex-Stromberg Carlson, named Sylvania Home Electronics product planning supervisor.

Stewart Pfannstiehl elected Oak Mfg. senior vp, a new post, succeeded as mktg. vp by **Eugene M. Keys.**

Edward G. Dooley named antenna mktg. mgr., Sylvania Electronics Systems eastern operation, Waltham, Mass.; **James R. Wescott** named programs mgr.

Jesse R. Lien, Sylvania Electronics Systems' western operation gen. mgr. (Mountain View, Cal.), **Richard M. Osgood**, eastern operation gen. mgr. (Waltham, Mass.) and **H. C. Tittle**, central operation gen. mgr. (Buffalo) appointed vps.

Amateur William G. Welsh, Burbank, Cal., has been awarded GE's 1961 Edison Radio Amateur Award for public service. An engineering writer who operates station W1SAD/6, he has voluntarily taught electronics to more than 2,800 people during last 10 years. Special citations went to Robert T. Herndon, Port Lavaca, Tex., for providing emergency communications following Hurricane Carla; Eugene M. Link, Boulder, Colo., for assisting Denver Weather Bureau; George L. Thurston, Tallahassee, Fla., for organization, planning and coordination of civil emergency radio communications in Fla. Awards will be presented at banquet in Washington Mar. 1.

Westinghouse has realigned 6 former product groups into 8, including consumer products, air conditioning, and new industrial and electronic components & specialty groups. Explained Pres. Mark W. Cresap: "New products developed within the past 6 years alone now account for a very substantial and rapidly growing share of our annual sales. The new structure will enable us to define our targets more clearly and exploit our opportunities more promptly and fully in the period of renewed growth which is clearly indicated for our industry."

1961 PICTURE TUBE SALES UP: Factory sales of TV picture tubes in 1961 outran the 1960 volume in both units & dollars by comfortable margins, EIA reported last week. Receiving tube sales, however, lagged behind the year-ago pace in both categories. Picture tubes sales rose to 9,306,927 units valued at $185,553,642 in 1961, compared with 1960's 9,013,671 units at $180,832,131. Receiving tubes slumped to 375,006,000 units at $311,098,000 from 393,055,000 units at $331,742,000 in 1960.

Both TV picture & receiving tubes closed out 1961 with rousing December finishes. Factory sales of TV picture tubes jumped to 709,556 units valued at $14,099,555 from 531,747 units at $11,042,159 in 1960's final month. Receiving tube sales rose to 29,052,000 at $25,084,000 from 27,066,000 at $23,571.000 in Dec. 1960.

Here are EIA's final figures for 1961:

	Picture Tubes		Receiving Tubes	
	Units	Dollars	Units	Dollars
January	707,833	$14,430,602	26,343,000	$22,227,000
February	728,989	14,395,981	25,803,000	21,865,000
March	936,098	18,725,011	36,635,000	30,719,000
April	722,110	14,203,375	28,687,000	24,392,000
May	673,315	13,238,774	29,823,000	25,308,000
June	806,852	15,887,776	31,463,000	25,989,000
July	457,181	9,364,364	27,566,000	20,979,000
August	870,578	17,239,228	36,907,000	31,347,000
September	946,405	18,981,210	37,611,000	30,472,000
October	912,281	18,000,957	32,480,000	26,155,000
November	835,929	16,896,809	32,636,000	26,561,000
December	709,556	14,099,555	29,052,000	25,084,000
1961 Totals	9,306,927	$185,553,642	375,006,000	$311,098,000
1960 Totals	9,013,671	180,832,131	393,055,000	331,742,000

Japanese manufacturers are worried about "cheap imports from the U.S.," reported Feb. 12 *Wall St. Journal*, adding: "In words reminiscent of U.S. companies' statements, they're arguing that Japanese firms & workers must be protected from an inflow of cheaper goods from abroad. Where American manufacturers talk of low labor costs of their foreign competitors, the Japanese contend their rivals abroad are better financed & more efficient." To protect home manufacturers, *Journal* noted, Japanese authorities in some case permit import of only most expensive models made by foreign firms. Example: "A 21-inch RCA color TV set is priced at $1,380, exactly equal to the price of the most expensive Japanese model. A Sunbeam toaster sells for $37.50 compared with $7 for a Japanese National."

Packard Bell Electronics anticipates record TV & radio sales and profits this year, is forecasting a "minimum 60% increase for the entire home products line," Home Products Div. vp Kenneth R. Johnson reported. His optimism is based on these factors: Packard Bell's January dollar volume of home product sales jumped 87% ahead of year-earlier month; Dec.-Jan. b&w TV factory sales soared 94%; color TV sales are runnning 5 times ahead of year-ago pace; Dec.-Jan. stereo sales increased 12%.

Manufacturers of TV & radio sets, phonographs, components and allied items paid excise taxes of $45,944,000 during quarter ending Dec. 31, 1961, compared with $41,411,000 in same 1960 period, according to Internal Revenue Service. However, in first half of fiscal 1962, taxes were $93,454,000, vs. $97,081,000 in same 1961 period.

Distributor Notes: Sylvania appointments: Graybar, 180 Perry St., Buffalo (E. H. Wilkinson, branch mgr.) and Gilbert Distributors Inc., 2160 E. Main St., Rochester (Richard C. Gilbert, pres.); **Carl A. Johnson** named Sylvania Western district sales rep, headquartering in Omaha.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Belock Instrument	1961—year to Oct. 31	$ 9,342,210	$(1,260,212)	$(3,390,920)[1]	——	928,533
	1960—year to Oct. 31	13,206,555	(848,352)	(424,352)	——	928,533
Bendix	1961—qtr. to Dec. 31	187,741,209	——	5,041,782	.94	5,390,926
	1960—qtr. to Dec. 31	181,661,340	——	7,632,537[6]	1.42[6]	8,637,290
CBS INC.	1961—year to Dec. 31	473,843,935[3]	——	22,037,828	2.55	5,379,529
	1960—year to Dec. 31	464,598,318	——	23,235,074	2.69	8,633,706
	1961—qtr. to Dec. 31	134,825,689[3]	——	9,384,315[5]	1.08	8,637,290
	1960—qtr. to Dec. 31	128,016,098	——	7,738,761	.89	8,633,706
GT&E	1961—year to Dec. 31[2]	1,227,000,000[3]	——	73,774,000[3]	$1.00[4]	73,287,000
	1960—year to Dec. 31	1,179,000,000	——	72,430,000	1.04[4]	71,698,000
International Rectifier	1961—6 mo. to Dec. 31	7,748,801	1,062,423	501,413	.21	2,412,028
	1960—6 mo. to Dec. 31	6,941,832	1,242,204	602,204	.25	2,405,708
	1961—qtr. to Dec. 31	4,219,170	471,373	216,333	.09	2,412,028
	1960—qtr. to Dec. 31	3,604,336	665,021	321,537	.13	2,405,708
Lafayette Radio & Electronics	1961—6 mo. to Dec. 31	12,131,076	——	338,897[7]	.31	1,050,050
	1960—6 mo. to Dec. 31	10,991,625	——	376,348	.36	1,025,000
MPO Videotronics	1961—year to Oct. 31	8,328,662	375,688	210,688	.50	420,000
	1960—year to Oct. 31	7,865,971	677,499	349,499	.85	410,000
NT&T	1961—qtr. to Dec. 26	9,853,388	——	(28,880)[5]	——	2,830,363
	1960—qtr. to Dec. 26	9,845,535	——	(114,574)	——	2,816,247
Perkin-Elmer	1962—6 mo. to Jan. 31	12,865,000	——	430,931	.34	1,257,449
	1961—6 mo. to Jan. 31	11,909,095	——	435,681	.35	1,248,860
Transcontinent TV	1961—year to Dec. 31	——	——	1,331,179	.75	——
	1960—year to Dec. 31	——	——	1,185,056	.67	——
Transitron Electronic	1961—27 wks. to Dec. 30	16,224,973	786,105	416,601	.06	7,503,368
	1960—26 wks. to Dec. 24	23,526,301	7,685,495	3,667,645	.49	7,502,500

Notes: [1] Includes $1.7-million loss from operation of Everest Record Div. & $880,000 provision for estimated losses on fixed-price contracts. [2] Preliminary. [3] Record. [4] After preferred dividends. [5] Before non-recurring net of $411,270 from sale of motion-picture process. [6] Includes non-recurring net of $3,214,287 (60¢ a share) from sale of Elliott-Automation Ltd. shares. [7] After non-recurring $125,000 expenses incurred establishing new warehouse & retail facilities at Syosset, L.I.

Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
AB-PT	Q	$0.25	Mar. 15	Feb. 23
AT&T	Q	.90	Apr. 2	Mar. 1
Andrea Radio	Q	.12½	Mar. 15	Mar. 1
Famous Players Can	Q	.25	Mar. 9	Feb. 21
CBS Inc.	Q	.35	Mar. 9	Feb. 23
GE Co. Ltd.	A	3%	Apr. 17	Feb. 27
GPE	Q	.30	Mar. 15	Feb. 28
Hazeltine	Q	.20	Mar. 15	Mar. 1
Indiana General	Q	.20	Mar. 9	Feb. 23
Minnesota Mining	Q	.20	Mar. 12	Feb. 23
Sprague Electric	Q	.30	Mar. 14	Feb. 28
Time Inc.	Q	.75	Mar. 9	Feb. 23

■

Transitron Electronic profit in fiscal-1962's 2nd quarter, ended Dec. 30, rose to a "little more" than the $204,653 (3¢ a share) earned in July-Sept. period despite sales decline to around $7.7 million from $8.4 million. Indicated first-half profit of $410,000 is down substantially from year-earlier net of $3,667,645; sales dropped to about $16.1 million from $23.5 million in fiscal-1961's first half.

Vornado is offering common stock holders rights to subscribe to about $5,243,400 of 5% convertible debentures due Mar. 1, 1982. Stockholders may purchase securities at par at rate of $100 principal amount of debentures for each 25 common shares held of record Feb. 14. Rights expire Mar. 1. Underwriters are headed by Bache & Co.

CBS Sets 1961 Sales Record: CBS Inc. sales rose to record $473.8 million in 1961 from previous record $464.6 million in 1960, but net earnings dropped 5% to $22 million from $23.2 million (see financial table).

Sales & earnings in 1961's final quarter also set records. December-quarter volume rose to $134.8 million from $128 million in year-earlier quarter. Profits increased to $9.4 million from $7.7 million.

Chmn. William S. Paley & Pres. Frank Stanton, in year-end report, noted that unprofitable CBS Electronics Div. was discontinued last summer (Vol. 17:23 p18) to eliminate its drain on earnings. Virtually all of its assets have been disposed of and losses & expenses related to the disposition were charged to and retained earnings, not income.

CBS directors voted to hold 1962 annual meeting at Television City in Los Angeles on April 18, marking first time stockholders will meet away from N.Y. Decision was taken to accommodate CBS's many West Coast stockholders; 10% of shareholders reside in California alone.

■

Axe Science & Electronics closed its 1961 calendar year Dec. 31 with net assets of $22,707,087—up from $19,428,288 in 1960. Net assets per share rose to $12.20 from $11.34; capital shares increased to 1,860,639 from 1,712,599.

American Electronic Labs proposes a 2-for-1 split of common stock, subject to shareholder approval at Feb. 28 annual meeting. AEL currently has 116,960 shares outstanding.

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WEEKLY

Television Digest

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The authoritative service for executives in all branches of the television arts & industries

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PROSPECTS OF ALL-CHANNEL-SET LAW believed fair, most weight on side of bill prohibiting vhf-to-uhf shifts (p. 1).

ALLOCATIONS FILINGS AFFECT PICTURE LITTLE, with deintermixture chances still fading. Strong opposition, including political, to any pro-uhf moves (p. 3).

FCC'S 'STUDY IN DEPTH' OF CHICAGO will have Comr. Lee conduct hearing on local live programming of all 5 stations; Lee calls it "experiment" (p. 3).

STEWART ON GOVT. COMMUNICATIONS HOTSPOT, named by President to ride herd on all govt. spectrum users, given very broad powers (p. 4).

Consumer Electronics

PHILCO SCUTTLES 'ID' PLAN in sudden action, reporting that projected long-range results don't justify continuance (p. 7).

TV IMPORTS UP SHARPLY THIS YEAR, first 5 weeks bringing 8,000 Japanese-made receivers—compared with 18,000 in all of 1961 (p. 7).

PRICE DROP continues in new TV lines, RCA shaving its portables $10-$20. Packard-Bell develops low-low-lowboy stereo configuration to fit under windowsills (p. 8).

RECORD FM SALES of about 2.5 million units—radios, tuners, combinations—estimated for 1961, up 500,000 from 1960. Even sharper rise predicted for 1962 (p. 8).

FM STEREO SALES REFLECT growing pains. Consensus of manufacturers surveyed is that business is good & getting better but there's no runaway demand and there are problems (p. 9).

PUBLIC ACCLAIM OF TV AT PEAK: Networks and whole TV industry are riding extraordinary crest of public & governmental acclaim—achieved at extraordinary expense in funds and talent. As communicators, industry leaders would have none but themselves to blame if they fail to thrust home fully their costly triumphs, to public and public leaders.

Glenn-orbit coverage, including preliminaries and post-orbit celebrations & ceremonies, left scarcely anything to be desired. At cost of at least $3 million, U.S. TV-radio covered the world. At Senate Commerce Subcommittee's hearing on all-channel bill (see below), Chmn. Pastore (D-R.I.) suspended proceedings so everyone could watch coverage of flight finish, later announced quietly that Glenn was safe aboard ship. Next day, when Sen. Yarborough (D-Tex.) complained of poor TV programs he'd seen while home ill, FCC Chmn. Minow was quick to remind him that orbit coverage was "magnificent—the finest public service, at the cost of millions of dollars." Pastore was right behind him with assertion that TV debates "were responsible for the great man we have in the White House today."

Add these to great success of Mrs. Kennedy's White House tour, to an upcoming NBC special "The World of Jacqueline Kennedy," to fact that White House is counting on networks to carry projected Kennedy-Khrushchev program designed for U.S. & Russian TV—plus countless other major public affairs & informational coups—and industry has every reason to expect governmental recognition.

Industry should be well on way to blunting drive toward more govt. regulation—if it makes most of its current contributions.

PROSPECTS OF ALL-CHANNEL-SET LAW: Both Congress and FCC found themselves in strained & awkward dilemma on TV allocations last week, caused by very effective campaign of vhf operators to hold their channels and forestall shift to uhf.

Sen. Pastore (D-R.I.), chmn. of Communications Subcommittee, made situation clear very quickly during hearing on FCC-proposed bill to require manufacture of all-channel sets (S-2109). He told Com-

mission, directly, that he has serious doubts about getting bill passed as is—because so many influential senators & congressmen won't go for it unless it is amended to preclude any shift of any vhfs to uhf.

Will FCC's hands be tied in solving allocations problem, he asked, if anti-vhf-shift-to-uhf provision is put in bill? Or, how's about forgetting bill now while you try to lick problem without it?

FCC Chmn. Minow had to beg off—and Pastore said he understood—because Commission is right in middle of determining 8 deintermixture cases. However, Minow said that Congress should leave such things as deintermixture to FCC "unless Congress wants to go into the frequency allocation business. I would hope you'd trust our processes. We don't want to be frozen by law."

Minow reminded Pastore that Congress had once asked FCC to deintermix. "I'm the guy who said it," Pastore responded, "but that was 7 years ago. Times may have changed." He said he was impressed by reports of dislocations of service which might come from deintermixture—as emphasized by his colleagues. He noted strong views against deintermixture presented by Sen. Dirksen (D-Ill.) and Sen. Thurmond (D-S.C.), plus similar testimony at start of hearing by Reps. Springer (R-Ill.), Mack (D-Ill.), Hempbill (D-S.C.), Roberts (D-Ala.). Thus, he told Minow, one must face "political facts of life."

All witnesses except EIA favored an all-channel bill, but virtually all—except couple uhfers—argued for an anti-uhf-shift provision, such as contained in Roberts bill (HR-9267). And all believed that bill should be tightened to make sure FCC powers to prescribe receiver performance be limited vhf-uhf reception capabilities—not color, screen size, etc. Minow said Commission would have no trouble agreeing on latter limitation.

What's probable upshot? FCC is 7-0 for all-channel bill. It's 4-3 for deintermixture. Quite apparent, then, isn't it, that it wants bill whether Congress freezes vhf status quo or not? We'd say that an all-channel bill has fair chance. Time & again, Pastore indicated reluctance to "shackle" FCC by putting anti-deintermixture language directly into law. However, there's strong possibility he'd work for "legislative history" and/or an FCC commitment to that effect—to mollify his anti-deintermixture colleagues. Maybe a Committee or Senate resolution would be the vehicle.

Pastore yearned for compromise, telling Minow: "Let's give a little to get a lot. Let's not give nothing and get nothing." Talking about FCC powers, Minow observed: "We could go to all-uhf tomorrow." Pastore shot back: "And get away with it?" This brought a large laugh from commissioners & audience.

EIA was the only major opponent of all-channel bill. Witness was L. M. (Sandy) Sandwick, staff dir. of Consumer Products Div., who told Subcommittee that manufacturers resent "unfair distortion" of their set-production policies—implication that they don't produce all-channel sets because of some dark reason. He repeated what set makers have always said—that they'll produce whatever public will buy.

To illustrate his thesis, Sandwick described his hegira to Allentown & Scranton-Wilkes-Barre, Pa., and Louisville, Ky. Operators of off-air WFMZ-TV Allentown told him, he said, that station went under simply because viewers got all the services they wanted from 3 network-affiliated Philadelphia stations. Successful Scranton-Wilkes-Barre operators, by contrast, said they flourish because they have network affiliations and terrain blocks out big-city vhfs. Louisville's new uhf WLKY offered still another kind of success story, he said. Though faced by 2 vhf competitors, it got primary network affiliation, did tremendous job of programming, promotion and dealer-serviceman evangelism—and is in black after a few months' operation.

EIA wants to help uhf, Sandwick said, offering EIA's aid in 3 ways: (1) It would inform manufacturers of uhf set-converters needs, so that ample uhf receiver supply would be available wherever needed. (2) It would help members promote sale and proper installation of uhf equipment. (3) It would do everything it could to spread word of uhf telecasting successes.

Sandwick argued that inclusion of uhf tuners in sets would raise average price of sets by $30 to $242—a 14% increase that might reduce sales by 14%. Antennas, he added, would cost $14-$35, with installation another $15-$25, considerably more than the $25 total vhf-uhf set cost quoted by Minow.

RCA Pres. Elmer W. Engstrom submitted letter for record. It endorsed "aim of legislation" but expressed reservations about bill—concern lest it give FCC too much latitude in specifying "minimum performance" of receivers. Engstrom noted that addition of uhf to set would cost about $30 at retail, adding 20% to price of portables which comprise 60% of production. He said that cost of uhf inclusion would be "substantially eased" by elimination of excise tax on vhf-uhf sets—long a goal of set makers.

Admiral sent letter repeating its position (Vol. 2:6 p1): go to uhf in 3 years; remove excise tax on vhf-uhf sets; don't pass all-channel bill. Motorola took position similar to EIA's—objecting to govt. dictation of production, asserting bill is too broad, urging all to wait for results of FCC's N. Y. uhf experiment.

Witnesses favoring bill, but with a protect-vhf provision, included: CBS Pres. Frank Stanton, NAB Pres. Collins, MST counsel Ernest Jennes, Meredith Bcstg. Pres. Payson Hall. National Grange PR dir. Jack Jackson was concerned lest bill lead to a vhf-to-uhf shift. Favoring bill, but not worried about vhf, were: Joint Council on Educational Bcstg. Secy. David C. Stewart; Lawrence Turet, uhf WXIX Milwaukee; William Putnam, WWLP Springfield; Lawrence Speiser, American Civil Liberties Union.

ALLOCATIONS FILINGS AFFECT PICTURE LITTLE: Allocations comments are in—hundreds of them—and we don't see that situation has changed much. Deintermixture's chances are slimmer, if anything, assuming all-channel-receiver bill will be passed, and there's at least fair chance of that (above).

Weight against any pro-uhf move—except all-channel bill—is so heavy, includes so much direct political power, that Commission may well finally settle for all-channel sets and hope that years of set-substitution will gradually produce audience large enough to encourage uhf construction.

Comments were much what you expected. The 8 vhfs which FCC proposed to deintermix filed massive reports predicting loss of service, particular rural. The 8 uhfs in same cities endorsed deintermixture's prospects for equalizing competition—or said: "Give us a vhf drop-in, instead." Newcomers who want to apply for short-spaced vhf drop-ins cheered FCC on. The vhfs whose contours would be invaded by drop-ins argued "loss of service."

In the over-all proceeding on "how to help uhf grow," here's essence of major filings:

ABC—Let's study higher standards for uhf, more lines, etc. CBS—Supports all-channel legislation, short-spaced vhf drop-ins and relaxed technical requirements for uhf. Opposes deintermixture, simultaneous vhf-uhf operations by single licensee, elimination of uhf table and uhf comparative hearings. NBC—Opposes dual vhf-uhf operations. RCA—Supports deintermixture, opposes dual vhf-uhf operations. Also agrees on elimination of maximum-minimum DA requirements proposed by FCC, says aural power shouldn't be reduced, recommends vestigial sideband attenuation should be function of transmitter power.

EIA—Don't cut aural power. Be careful in Ch. 14 assignments because of interference to land mobile service in 450-470 mc. Motorola—Same as EIA. National Assn. of Mfrs.—Give us the deintermixed vhf channels. Zenith—Pay TV will help uhf. So will deintermixture. Vhf drop-ins are no good; they'll degrade service. Philco—Make uhf tuner production simpler by having 3-channel separation among transmitters in any area. Committee for Competitive TV—Let's have more vhf drop-ins, in Akron, Asheville, Bridgeport, Milwaukee, Worcester. Relax uhf technical requirements. Dual vhf-uhf operation won't do much good unless there's move of TV to uhf. Adler—Relax technical requirements, remove uhf channel separation taboos for translators, increase translator power, give translators more channels.

National Assn. of Educational Bcstrs.—ETV needs 97 vhf, 825 uhf, assignments, so start a new rule-making to consider ETV requirements. Supports all-channel-set bill. Storer—Keep vhf. If uhf replaces vhf in Zone I, there wouldn't be enough uhfs to fill in white areas caused. Purdue U.—Give us 4 more uhf channels for airborne ETV.

Maximum Service Telecasters—Opposes deintermixture, short-spaced vhf drop-ins, dual vhf-uhf operations, elimination of uhf allocation table and uhf comparative hearings. Supports all-channel bill, relaxation of uhf technical requirements, more uhf for ETV.

FCC'S 'STUDY IN DEPTH' OF CHICAGO: FCC uncorked a dilly last week when it announced plans for "public inquiry" into Chicago TV programming—sessions in Chicago presided over by Comr. Lee.

Though such "studies in depth" were long ago promised by FCC, they'd been largely forgotten outside Commission. Nobody's renewal is in jeopardy. All 5 stations are involved, including educational WTTW.

Why Chicago? Well, Commission said: (1) The 1960 program policy statement said that licensees should determine needs of their communities. (2) Chicago is big, therefore complex and a "challenge" to telecasters. (3) People have complained to Commission about paucity of local live programming there. AFTRA, the talent union, has been particularly persistent in attacking WNBQ on that score.

Another barely possible reason—though not mentioned by FCC: Both Lee and Chmn. Minow are Chicagoans.

Start is scheduled March 19, with parties wishing to testify to notify FCC by March 12. Lee said such short notice may make it hard for him to turn down request for delay. He said he expects to keep hearing to no more than 5 days, will have his legal asst. Arthur Gladstone as counsel. "It's an experiment," he added. "I'll write a summary—no conclusions." Specifically, Commission said it wants information on:

"The efforts made by Chicago TV stations to determine the needs and interests of Chicago residents in the area of local live programming.

"The effectiveness with which Chicago TV stations have met the needs and interests of Chicago residents by broadcasting local live programs.

"The extent of public demand, if any, for additional or different types of local live TV programs than those now broadcast by Chicago TV stations."

Vote was 5-1, Hyde dissenting, Ford absent. Interestingly, when vote was taken, Ford was in Atlantic City, telling educators that broadcasters have duty to go out into community and "seek out needs." Then, he said: "Once having stirred up the various components of his community, it will be difficult for him to ignore them in designing his program schedule" (see p. 5). It's not difficult to visualize Chicagoans getting "stirred up" by some reports of the hearing. Outcome of Chicago test-case will determine whether Commission will do same in other cities.

STEWART ON GOVT. COMMUNICATIONS HOTSPOT: Most powerful man in U.S. govt. communications history was named by President Kennedy last week when he appointed Dr. Irvin Stewart to new post of Director of Telecommunications Management. Technically, he'll be an Asst. Director of the Office of Emergency Planning, now under Defense Dept.—but it's understood he took job with assurance he really reports directly to President.

Dr. Stewart is a veteran of govt. communications administration, highly respected by industry. He was FCC member 1934-1937, headed President's Communications Policy Board which reported to President Truman in 1950-1951, served on Special Advisory Committee on Telecommunications in 1958. He served as pres. of U. of W. Va. 1946-1958, is currently prof. of govt. at the university. He's 62.

Stewart must be confirmed by Senate, though, curiously, it's not yet certain which committee has jurisdiction—Commerce, Banking & Finance, Armed Services, Govt. Operations—or what.

President's order setting up position makes clear extensive powers it embraces. His basic role:

"Coordinate telecommunications activities of the executive branch of the Govt. and be responsible for the formulation, after consultation with appropriate agencies, of overall policies and standards therefor. He shall promote and encourage the adoption of uniform policies and standards by agencies authorized to operate telecommunications systems. Agencies shall consult [him] in the development of policies and standards for the conduct of their telecommunications activities within the overall policies of the executive branch."

Such powers include all assignment of frequencies to govt. users—taking over job of IRAC, which he could abolish if he chooses. Order also makes clear that he can't trespass on FCC's terrain: "Nothing contained in this order shall be deemed to impair any existing authority or jurisdiction of the FCC."

Now, all pulling & hauling over spectrum demands—between govt. & non-govt. users—will focus on Stewart and FCC. Obviously, job is one of toughest in govt., but those who know Stewart say he'll handle it if anyone can.

CURRENT CAPSULES

Closed-circuit "road shows" of Broadway hits are planned by Dynamic Theatre Networks Inc., div. of Dynamic Films Inc. Pres. Nathan Zucker announced last week Dynamic will televise 5 performances of Paddy Chayefsky's play "Gideon" from N. Y.'s Plymouth Theater to big-screen viewers in theater in Rochester, N. Y., starting March 28. Rochester ticket prices will range from $1.50 to $3 vs. Broadway price scale of $3-$7.50. Next fall, Dynamic plans similar closed-circuit telecast of Broadway plays to other N. Y. & Pa. cities.

Philosophy behind FCC's program policy, as reiterated by Comr. Fred Ford last week, in address at American Assn. of School Administrators convention in Atlantic City: "The fundamental basis of Commission program policy is to require a broadcaster to search out the needs of his community. In so doing he must inquire of the various groups in a community such as the religious, educational, agricultural, social, charitable and other groups that make up his service area. Once having stirred up the various components of his community, it will be difficult for him to ignore them in designing his program schedule, nor will he want to ignore them. . . . If the public demands different types of programming they will make that demand known—there is nothing reticent about the American people—and broadcasters will be responsive. Good business practice compels them to be responsive, both for local good will, listenership and advertising."

■

"Guidance" in grant of CATV franchise was offered by FCC to Thomas G. Dunne, Salinas, Cal. city mgr. who had told Commission that city council was considering bid. Commission told him of its concern lest CATVs hurt local stations, described what it seeks in legislative authority to protect stations. FCC said it wants to require CATV to carry local station's undegraded signal and not duplicate station's programming with simultaneous relays of shows from out-of-town stations. Letter strongly suggested that city impose similar restrictions in granting franchise.

■

Largest CATV sale to date is purchase of 7 systems from Antennavision Inc. by RKO General's Vumore Co. They include 7,600 subscribers in Ariz. towns of Winslow, Cottonwood, Holbrook, Page, Showlow, Snowflake, Lakeside, Pinetop, McNary, Safford, Clifton, Morenci. Antennavision Pres. Bruce Merrill said he's keeping his other 10 systems serving 15,000 homes, has plans to expand. Vumore now has systems in 20 communities in Tex., Okla., Kan., Miss. Broker was Daniels & Assoc., which reports transaction was largest it has handled—price not disclosed.

■

Pepsodent commercial showing tobacco stain brushed from glass isn't deceptive, according to initial decision of FCC Examiner Harry R. Hinkes. "The complaint," he said, "charges that the demonstration is not valid for the purpose of proving that Pepsodent toothpaste is effective in removing accumulated stains from the teeth of habitual smokers. At no point does the commercial refer to accumulated stain or to an habitual smoker. The stain is shown removed immediately after its deposit on the glass plate. There is no accumulation. The models used in the demonstration appeared to have clean teeth, not the stained teeth of the habitual smoker. The stains are referred to as yellow smoke stains, which is the usual color of a fresh tobacco stain, instead of the brown or black color usually associated with accumulated stains. It is well settled that the Commission may not inject novel meanings into advertising which expand the claims beyond their intended scope and then strike down the advertisement because the expanded claim cannot be supported." Final decision is up to FTC.

■

GE will boost prices of its TV & broadcast equipment line Mar. 1. Increase will average about 5% for typical TV station installation, will affect audio & video studio gear, camera equipment, transmitters, antennas, microwave links.

Foreign TV executives from 14 countries, including Communist Hungary, are interested in hugely-successful CBS-produced White House TV tour (Vol. 2:8 p3). Nations which have requested prints from CBS with eye toward purchase are Switzerland, Great Britain, Belgium, W. Germany, Italy, Sweden, Netherlands, Philippines, Japan, Hungary, Australia, Argentina, France, Ireland. Network also has granted USIA permission to distribute show abroad as feature film.

FCC joined broadcasters in urging American Bar Assn. to relax ban on TV & radio in courtrooms. Chmn. Minow sent letter to committee studying possible revisions of Canon 35, said: "Those in the broadcast industry promoting public service programming should not be a second class part of the press merely because their portrayal of news is audio or pictorial rather than through the printed word."

Canadians favor printed press over TV & radio as means of improving public knowledge, recent survey reveals. Viewers of program *Telepoll*, asked which medium they thought most useful in improving Canadian knowledge & interest in international affairs, responded: press, 32.2%; TV, 27.5%; radio, 5.3%; schools, 34.2%.

"Soviet Philosophy of Broadcasting" and "Content Analysis of Japanese & American Television" are among articles in Winter issue of *Journal of Broadcasting*. Also: analysis of personal and political backgrounds of FRC & FCC commissioners, 1927-1961.

First prime-time TV series by Storer Programs Inc., *The Littlest Hobo*, will go into production soon. Color series of 39 half-hour programs featuring London, clever German Shepherd, will be produced in cooperation with McGowan Productions. Series is adapted from highly successful motion picture of same title.

Personals

Richard A. Moore, pres. of KTTV Los Angeles and its chief executive since 1951, resigns to head new firm planning pay TV operation in Los Angeles and other cities.

John F. Tobin promoted to ABC Films vp & domestic sales dir. . . . **E. Jonny Graff**, pres. of NTA broadcasting subsidiaries, resigns following sale of WNTA-TV & WNTA, continues as special NTA consultant, will report plans after vacation.

P. Scott McLean promoted to Crosley Bcstg. Eastern sales mgr., N.Y., succeeded as radio WLW Cincinnati gen. sales mgr. by **James J. (Steve) Crane. William Murray** is named sales development mgr.—Eastern Div., **Tony Kraemer** appointed mgr. of sales research & analysis.

William C. Chadwick promoted to WJZ-TV Baltimore publicity-PR mgr.

Mortimer Fleishhacker Jr., educational KQED San Francisco pres., and chmn. of Precision Instrument Co., named to board of National Educational TV & Radio Center, N.Y. . . . **Leslie Nichols**, ex-KTVU San Francisco, named KATU-TV Portland news dir.

Dean Linger, ex-ABC-TV advertising-promotion dir., joins Corinthian Bcstg. as advertising-PR dir. in N.Y. . . . **Dale Schussler** promoted to WTRF-TV Wheeling news dir.

Homer Lane, former vp-asst. gen. mgr., promoted to vp-gen. mgr., KOOL Radio TV Inc., Phoenix; **Mrs. Emma Williams**, secy., and **Leslie Lindvig**, sales mgr., elected vps . . . **John C. Bechtel**, ex CNP, appointed asst. to Trans-Lux TV vp **Richard Carlton** . . . **Edward J. De Fontaine** named chief of new WBC West Berlin news bureau . . . **Jerome L. Medford** named RAB research dir.

Bert Briller, ABC TV network sales development vp, promoted to TV affiliate communications vp.

Thomas V. Dukehart, ex-WJZ-TV Baltimore PR dir., named to similar post at Robert Goodman Agency Inc. there, succeeding **Edgar L. Feingold**, who becomes head of firm's new press & publicity div. **Walter W. Jones**, ex-Md. TB Assn. PR dir., also joins new div.

■

Ampex's 1,000th Videotape recorder has been delivered to Southwest Texas ETV Council, which will install it at upcoming educational KLRN Austin-San Antonio. KLRN is 58th ETV station to receive Videotape recorder. Ampex reports that 642 of its TV recorders are in U.S., leading foreign users Canada with 83, Great Britain 70, Japan & Germany 38 each.

TV cameras to dock ships are being developed in Britain. Mounted on bow of huge cargo vessels, cameras supply "eyes" for pilots whose view is blocked by bow in rear-bridge ships. Closed-circuit systems are being developed by Marconi.

New pan-tilt-zoom device for TV cameras has been developed by American Microwave & TV Corp., San Carlos, Cal. Used with 35mm slide projectors, it eliminates manually-operated cameras and rear screen slide projection when scenes are simulated.

Radio WOR N.Y. celebrated 40th anniversary on Washington's birthday, noted its unusual position as "an adult talk" station—20 hours daily "devoted to the human voice," mostly news.

CBS Films Pty. Ltd., has been established in Australia, with hq in Sydney. William G. Wells, CBS Films Australia service mgr., named managing dir.

Actions at NCTA board meeting in Las Vegas: (1) Reaffirmed opposition to federal regulation. (2) Set up microwave study group. (3) Approved plans for management training seminar at U. of Wis. in August. (4) Authorized production of promotional film. (5) Elected to board Lloyd Calhoun, Hobbs, N.M. to succeed Norman Hendry, Prescott, Ariz., resigned. (6) Heard Pres. William Dalton report 20% membership increase in year, his plans for expansion of hq services, and his criticism of NAB's plans to study legislation to control CATV.

Survey of ETV activity by CATV systems, reported to FCC by NCTA Pres. William Dalton: 72 systems, able to receive 23 ETV station signals and those of midwest airborne operation, now feed programs to 131,793 homes, 231 elementary & high schools, 11 institutions of higher learning. In near future, he said, 27 more CATV systems will serve additional 40,000 homes, 174 elementary & high schools and 9 colleges. Some CATVs, he added, supply signals from 2 ETV stations.

Bribe charge was levied against N.Y. music publisher Alan Kallman for attempting to induce employe of accounting firm of Ernst & Ernst to give him advance information on stations to be spot-checked for frequency of records played. Asst. District Atty. Jerome Kidder said Kallman, who also owns record distributing company, could learn in advance stations to be tabulated, wangle extra plays for his records, with possible $50,000 yearly gain.

Tax on local commercials on Washington, D.C. TV & radio stations will be proposed by Sen. Wayne Morse (D-Ore.). During debate on D.C. revenue bill in Congress, he said tax, possibly $1-per-minute, would open up "very fruitful" field of revenue, urged other cities to do same. Tongue-in-cheek, Morse also suggested it might be in public interest to impose steeply graduated tax for each repetition of same commercial.

FM multiplex services will be taxed under different section of tax code according to revised ruling issued by Internal Revenue Service. Following Court of Claims decision that musical programs transmitted by radio are not subject to communications tax on "wire & equipment service," IRS announced such service will be taxed under "wire mileage service" provisions, Sec. 4252 (e).

Bangor-Calais, Me. allocations went through another gyration at FCC when Commission held up decision which had said that Ch. 7 should stay in Calais. It reopened case to consider adding Ch. 7 to Bangor and substituting Ch. 3 for Ch. 7 in Calais—as sought by Dirigo Bcstg. Inc.

Another ETV CP (Ch. 36) has been granted to Milwaukee Board of Vocation, which operates WMVS-TV (Ch. 10).

Florida broadcast editorial record is best in nation, according to Fla. Assn. of Bcstrs. which reports 65% of stations giving their views—6 TV, 34 radio.

WPSD-TV Paducah names Advertising Time Sales national rep, also announced tower height increase to 1,638 ft.

Shift of WPTV (Ch. 5) W. Palm Beach from 2 miles north of city to 12 miles southwest, plus height increase to 990 ft., has been granted by FCC over objections of WTVJ & WCKT Miami.

Church overflow at Sunday services of First Presbyterian Church of Red Bank, N.J., will be handled by $4,000 closed-circuit TV system to feed services to adjacent chapel and other areas.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

PHILCO SCUTTLES 'ID' PLAN: In surprise move at week end, Ford Motor Co. pulled trap on Philco's controversiol "Instant Dividend" tape-register promotion which has had industry stewing for 4 months or so (vol. 1:13 p7 et seq.).

Plan is being withdrawn, consumer products div. gen. sales & mktg. mgr. Charles Hakimian announced, explaining that "surveys have not proved to Philco's satisfaction that the present and future increased sales volume, over a long period, will be profitable enough to dealers and supermarkets to support continued promotion of the plan." Earlier this month, a Philco executive had told us decision was in wind, that "we'll know definitely in 30 to 60 days just what we're going to do about the ID program" (Vol. 2:6 p9).

"When Philco became a wholly owned subsidiary of Ford," Hakimian continued, "Philco's new management immediately began a review of the ID plan to determine as thoroughly as possible whether this plan did in fact serve the interests of Philco customers, dealers and supermarkets. It also authorized extensive market research among consumers to determine the plan's effect on their purchases." Results of the survey led to Philco's decision, he said, noting also that "several supermarket chains, checking the results of the plan independently, are reaching the same conclusion." In recent weeks, several chains have dropped plan (Vol. 2:1 p6) currently used in 300 stores in 20 states.

"Philco is notifying all who are participating in the ID test plan that, subject to existing agreements which are being terminated as quickly as possible, the plan is being withdrawn," Hakimian continued. "Every customer who made a Philco purchase under the ID plan will be able to complete that purchase in its original terms—that is, his cash register tapes will continue to be honored by the supermarkets until his purchase has been fully paid."

TV IMPORTS UP SHARPLY THIS YEAR: Imports of TV sets started off with a bang this year —at about 8 times last year's rate. First 5 weeks saw more than 8,000 Japanese-made sets arrive at U.S. ports —N. Y. & Los Angeles. This still isn't large amount compared with domestic production, but when you consider that about 18,000 were imported in all of 1961 and only 3,000 in 1960 it shows trend is still upward.

By far largest importers of Japanese sets are Delmonico & Sony—both now receiving shipments on East & West coasts. They're only ones with Japanese sets actually on market, but at least 7 other importers are now beginning to receive shipments.

Many of these are merely exploring U.S. market without large-scale commitments, and they've so far received shipments of 25 to 150 sets each to sound out marketing possibilities. But success of Delmonico & Sony with specialized Japanese-made TV products would indicate that more are preparing to come in.

So far, no U.S. TV manufacturer has turned to Japan for complete sets—although some use a few Japanese-made parts. Olympic has been exploring possibilities of importing Japanese TVs, but last week emphatically denied published report from Tokyo that it had signed agreement with Nippon Columbia for large number of 19-in. sets. "We're still looking at Japanese products," we were told by Olympic's T. W. Buchter, asst. to Pres. Morris Sobin, "but we have signed no purchase orders."

Foreign trade is 2-way street, and some U.S. manufacturers are now exploring Japanese market in anticipation of Japanese govt's plan to remove currency & trade restrictions next fall. Japanese sets retail domestically at higher prices than U.S. sets do here, and American TVs may well show up in Japanese marketplace. More likely result of general lowering of trade barriers, however, will be more U.S. parts (particularly picture tubes) in Japanese sets, more Japanese parts in U.S. sets.

NEW LINES FEATURE LOWER PRICES: Trend toward lower process continues to show up in new spring lines & drop-ins, with few real innovations so far.

RCA joined ranks of manufacturers offering $139.95-list portables last week when it introduced lengthened line of portables to distributors in Chicago. However, RCA was cautious, made its leader a new version of its 17-in. (previously $149.95); its lowest-price 19-in. is now $149.95 (from $169.95) a la Zenith.

Official explanation of RCA's resistance to parade of 19-in. portables at $139.95, as offered by TV sales mgr. Jack K. Sauter: "We feel enough customers will prefer a high-performing 17-in. receiver rather than a steppod-down 19-in. portable which is only 2½% larger in screen size."

New portable line features 6 models with $10 step-ups to $179.95—each generally running $10 below last-year predecessor in cases where comparison with previous line is possible. Top of portable line is lowest priced remote-control set ever offered by RCA—at $229.95, which is $20 lower than predecessor.

Expanding market for portables was attributed by marketing vp Raymond W. Saxon to "increasing number of consumers buying portables as interim sets before deciding in favor of purchasing color." And to sweeten this color market, RCA dropped in new color set—lowest-priced lowboy in line. Open-list model probably will be sold for about $650, which puts it just above "compact consolette" ($595) and makes it 3rd cheapest color set.

RCA also showed 6 new transistor radios—from $19.95—4 of them gift-packed (case, battery, earphone). Saxon estimated 1962 transistor radio market at 11 million—6 million U.S., 5 million imported.

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One of few innovations in consumer electronics this year came last week from Packard-Bell in form of new type of stereo cabinet. Only 26-in. high, it's 6 inches lower than lowest conventional set now on market, says Packard-Bell—and it's 6 ft. wide. Why this low-low-lowboy silhouette? Home products vp Kenneth R. Johnson says research shows there's little wall space available for stereo in most American livingrooms—what with TVs, fireplaces, bookshelves, furniture, windows, doors, and all—so new unit is designed to fit under window without hitting sill. New long, low set lists at $475-$495 (including FM stereo) and is one of 5 sets in complete new stereo line in which all radio-phono combos have built-in FM stereo.

Also shown by Packard-Bell were new portable TVs at $189.77 & $199.77 and 12-in. combinations in $470-$530 range, some with built-in FM stereo.

• • • •

Two brand-new items were announced last week: (1) Bulova AM-FM table model at $59.95 which converts to FM stereo with addition of companion unit at $49.95. (2) Tiny imported portable stereo phono & 2-band transistor radio from Hoffman at $79.95. Unit, which plays both 33 & 45-rpm discs has single 3-in. speaker and binaural earphones, is smaller than cigar box.

RECORD FM SALES — 2.5 MILLION UNITS: For 2nd successive year, purchases of FM receivers by U.S. public set new record in 1961—and 1962 unquestionably will be another record-breaking year. Given up as dead in 1954 by most of industry, 8 years later FM radio is very healthy corpse indeed.

There are no really accurate statistics on sales or production of FM receiving devices, so any figures can only be estimates at best—and ours are derived from what we consider to be most reliable industry sources. We feel our figures are on low side, if anything.

FM sales in 1961 topped preceding year's by about 500,000 units and exceeded 1948 postwar peak by nearly full million sets. Most important factor last year was not FM stereo, but the fanning out of FM broadcasting into truly nationwide medium. As of mid-February this year, 1,162 FM stations were on air or authorized.

Here are our estimates of retail sales of FM receiving devices in 1959, 1960 & 1961:

Type	1959	1960	1961
FM & AM-FM radios	540,500	900,000	900,000
Phono-FM combinations	623,000	840,000	1,000,000
FM tuners	150,000	160,000	300,000
Imports (all FM types)	100,000	150,000	300,000
TOTAL	1,413,500	2,050,000	2,500,000

For first time, public's appreciation of hi-fi quality of FM stands out as major selling point in 1961—notice that sale of FM in packaged phono combination exceeds FM & AM-FM radio category, which consists entirely of table models.

Percentage of stereo phonos factory-equipped with FM tuners rose sharply from 1960 to 1961, even though total sales of phonos declined. Only 26% of stereo phonos included FM in 1960, while 35% had FM last year. We expect rise to continue until stereo console without FM—stereo FM—is exception rather than rule.

Sales in FM-tuner & import categories roughly doubled in year. FM tuner category rose for 2 reasons: (1) Widespread availability of drop-in tuners (installed by dealers) for packaged stereo consoles. (2) Appearance on market during last half of year of substantial quantities of FM-stereo component tuners. Only in component category did FM stereo cause important sales lift last year.

Imports increased largely because of entry of Japanese-made FM sets on market last year. Previously, this market had been almost entirely reserved for German-made hi-fi & all-wave sets. In addition, introduction of transister FM sets from both Europe & Japan helped swell import total.

Other factors in steady increase of FM sales include rising popularity of relatively new FM receiving devices: (1) Transistor portables, made in U.S. as well as abroad. (2) FM & AM-FM car radios, whose sales were somewhat disappointing last year, but nevertheless sharply higher than 1960. (3) Clock radios with FM. (4) All-in-one component hi-fi AM-FM-tuner-preamplifier-amplifier (complete radio less speakers).

Unquestionably most significant sales booster for FM this year will be FM stereo (see below), which will give biggest push to phono combination category.

Here are our estimates of retail sales of all FM receiving devices annually since 1956:

1946	163,055	1950	1,400,000	1954	189,000	1958	850,000
1947	1,175,100	1951	960,000	1955	256,000	1959	1,413,500
1948	1,590,000	1952	526,000	1956	420,000	1960	2,050,000
1949	1,298,000	1953	455,000	1957	530,000	1961	2,500,000

We think 1962 will see sharpest rise yet in FM sales, and year's total may well be around 3.5 million—full million over last year—assuming this is good year in phono business, to which FM radio is now strongly tied.

FM STEREO SALES REFLECT GROWING PAINS: For a new product, FM stereo is off & running—but there's little evidence of a boom or of industry's collective inability to cope with demand. Our discussions with manufacturers last week indicated that sales are strong & rising, but it's still too early in game to chart patterns & growth—and there are problems & pitfalls.

Some dealers think FM stereo's a dead issue now that Christmas business is over, one major manufacturer told us. Memories of reverb & headaches of selling stereo on heels of hi-fi have made other retailers new-product shy, he said. This cautionary note also was sounded by Granco Pres. Henry Fogel, who told us: "Most dealers sell what is easiest to sell. Unless the customer walks in and asks for FM stereo specifically, few dealers introduce the subject. New products mean more problems & confusion for dealers & customers—and most dealers shoot for the quick sale with the fewest problems. Those are the retailing facts of life."

All manufacturers we spoke with agreed, however, that FM stereo business is good and getting better all the time. However, they have differing experiences on what's selling and divergent views on FM stereo's direction. For example, Granco is experiencing "good demand" for its all-in-one Model 809 table receiver, but, Fogel noted, demand for rest of line (adapters, stereo "companions," FM radios with multiplex facilities) "is not outstanding." Conversely, RCA, which makes no table FM-stereo unit, told us demand is so far ahead of supply of its adapters that it has doubled production requirements. Sales Corp. mktg. vp Raymond W. Saxon also told us that RCA is in short supply of its FM-stereo built-in models, which start at $399.95.

RCA will stay with adapters & higher-priced built-ins, Saxon said, adding that company doesn't see much of a market yet for FM stereo table radios. He also forecast that industry's bottom price for radio-phono combos with built-in FM stereo would not be much lower than $300 for at least a year or so. Best markets so far for RCA FM stereo, he said, are N. Y., Chicago, San Francisco and Cleveland.

"Interest in FM stereo is gaining, but markets are spotty," Granco's Fogel told us, adding: "We're playing our production close to the vest to see what happens." Fogel is certain that FM stereo ultimately will

replace FM receivers. "However," he continued, "I estimate that we're at least a year away from putting FM stereo across. In the normal course of events it takes 1-to-1½ years for a new product to take hold. Stereo records & tapes illustrate the pattern. It took stereo records a good year before they caught on. Tapes took even longer."

Orderly, evolutionary growth of FM stereo is also anticipated by Motorola consumer products exec. vp Edward R. Taylor, who told us: "Growth of FM stereo has been exactly as we predicted at the outset. We were warm to it but never expected it would skyrocket. We have no inventory problems. We're not producing more than we are selling, we're not selling more than we're producing. We expect steady, gradual growth in this field."

Sharp growth is anticipated by Packard Bell Home Products Div. vp Kenneth R. Johnson. Announcing introduction of a complete line of stereo phonos—all with built-in FM stereo—he told distributors: "Our current FM stereo sets have shown a 12% increase in the past 2 months and we are projecting a 60% increase [for the next 12 months]."

Admiral told us it's doing "very well" with FM stereo, but notes that over-all market still is small and needs greater exposure to FM stereocasts. Admiral's new line, introduced in December, features consoles with FM stereo multiplexers built in. Also carried are adapters for earlier models. Latter are doing "fairly well," Admiral noted, "but preference is for built-ins."

GE, which offers a $175 table model FM stereo unit, described current market as "very strong." Radio receiver dept, mktg. mgr. William B. Clemmens emphasized that sales are going to dealers who are actively promoting & demonstrating FM stereo. GE also offers adapters and features built-ins in most high-end combos, has no problem keeping up with FM stereo demand.

Japanese govt. will operate FM-stereo station as experimental prelude to proposed nationwide allocation for FM broadcasting. We are informed by Masanobu Tada of Sony's Patent & Govt. Liaison Div. that govt. "has been discussing authorization of FM broadcasting including frequency allocation & stereophonic multiplex system but has not decided the multiplex system yet." A notation in our Dec. 25, 1961 issue (Vol. 1:15 p7) gave erroneous impression that Japan had adopted U.S. stereo system.

Note: CFRB-FM Toronto has been broadcasting in stereo for 7 months. In our recent tabulation of stereo stations (Vol. 2, Col. 7, p9) it was inadvertently placed in list of "Stations Preparing for Stereo." CFRB-FM should have been in list of "FM Stations Now Broadcasting Stereophonically." We regret error.

Trade Personals

Leon C. Guest Jr. appointed Sylvania senior vp-administration, a new post, succeeded as GT&E vp-controller by William F. Bennett, former Colgate-Palmolive controller. Guest was Sylvania's corporate controller prior to merger with GT&E in 1959.

Dr. C. B. Jolliffe, RCA vp & technical consultant, making excellent progress after gall bladder operation, convalescing at home, 4500 Westridge Ave., Ft. Worth.

Dr. William M. Duke, ex-Space Technology Labs senior vp, elected ITT Federal Labs pres. . . . Harold Nuttall appointed exec. vp of English Electric Co.'s subsidiary English Electric Corp., N.Y., succeeding Alan Barraclough who becomes pres. of parent company upon retirement in March of E. Stanley Dean.

Philip J. Wood elected Zenith Sales Corp. vp . . . David S. McNally named vp of Amphenol-Borg Electronics' Amphenol Connector Div. . . . John C. Zahora appointed vp-gen.mgr. of Admiral's subsidiary Midwest Mfg. Corp.

W. G. Paradis, ex-Webcor vp, named gen.mgr. of Warwick Mfg.'s Radio Products Div., Niles, Ill., succeeding G. A. Godwin, consultant who held post on interim basis . . . Howard P. Barnes named Sylvania division industrial engineer, Receiving Tube Operations (Emporium, Pa.), succeeding Albert A. Dettbarn, resigned.

Wilson H. Oelkers named gen. mgr. of Philco Lansdale Div., succeeding William J. Peltz, resigned . . . R. Jack Cherry, former Philco white goods vp, named gen. mgr. of Philco Distributor Inc. factory branch in Boston, succeeding Raymond Gordon, resigned.

Stephen H. Larrabee elected ITT Sud America pres., appointed deputy area mgr. for ITT System's South American region, headquartering in Buenos Aires. Duties include responsibility for ITT System manufacturing & radio companies in Argentina, Brazil, Bolivia, Chile.

John A. Dwyer named contracts mgr., Sylvania Electronic Systems eastern operation, Waltham, Mass. . . . Edwin A. Andress named vp of Ling-Temco-Vought's Ling Elec. Div.

Obituary

John Walter Griffin, 68, onetime RCA & Columbia Recording executive and founder in 1922 of Haynes-Griffin, one of N.Y.'s first retail radio stores, died Feb. 15 at N.Y.'s Columbia-Presbyterian Medical Center. He retired last year as exec. secy. of Record Industry Assn. of America.

Sound Corp. of America has been formed in Silver Spring, Md. (9162 Brookville Road) to manufacture & distribute magnetic tape cartridges and recording & playback equipment. Richard P. Ellison is pres., succeeded as pres. of Foley Electronics by Robert Foley.

Officers-&-Directors stock transactions as reported to SEC for January:

Allied Artists. Samuel Broidy sold 2,000, held 74,506. Roger W. Hurlock bought 400, held 27,700. Edward Morey sold 1,000, held 2,350. Earl Revoir sold 1,000, held none.

American Bosch Arma. Charles Allen, Jr., bought 5,000, held 45,457.

Ampex. John Jipp bought 3,000, held 4,500. Erwin Tomash bought 7,500, held 19,000.

Amphenol-Borg Electronics. Henry Feldmann sold 2,500, held 35,480. Donald Hilliker bought 200, held 900.

Arvin Industries. Thomas A. Danner sold 142, held 588. Harlan B. Foulke sold 855, held 5,000.

Automatic Radio Mfg. David Housman bought 1,210, held 698,175.

Avnet Electronics. Leonard Carduner sold 700, held 10,033.

Capital Cities Bcstg. Donald A. Pels bought 2,000, held 2,000. Frank M. Smith sold 200, held 123,788.

Columbia Pictures. Paul N. Lazarus, Jr., sold 1,729, held 3,867.

Corning Glass. Charles D. LaFollette sold 400, held 12,450. Thomas S. Wood, Jr., sold 300, held 1,150.

Emertron. Benjamin Abrams bought 41,440, held 41,440. Max Abrams bought 10,000, held 10,000.

GPE. Robert Rinear bought 238, held 338.

NT&T. Eugene Klein bought 6,700, held 95,223.

National Union Electric. Harry E. Collin sold 2,000, held 202,750.

Oak Mfg. Frank A. Astrologes bought 100, held 100.

RCA. John Q. Cannon bought 208, held 1,244. Charles R. Denny bought 4,161, held 5,557.

Raytheon. David D. Coffin sold 1,450, held 437.

Reeves Bcstg. & Development. J. D. Hastie sold 350, held 73,750.

Screen Gems. Jerome Hyams bought 200, held 4,239.

Texas Instruments. R. C. Dunlap, Jr., sold 400, held 22,050.

Thompson Ramo Wooldridge. Dean W. Wooldridge sold 300, held 40,443.

Thompson-Starrett. Herbert Kabat sold 10,000, held 197,365.

Zenith. Alexander Ellett sold 500, held 2,320. Jack M. Ferren bought 220, held 400. Albert Franczak sold 440, held 640. Clarence Isgrig sold 200, held 2,200. Donald MacGregor sold 600, held 7,050.

Bankrupt Recordio Corp., Charlotte, Mich. maker of tape recorders, phonos & radios which closed last month (Vol. 2:6 p12), may resume operations in "a week or so," according to Donald Harnisch, onetime Recordio exec. vp. He's now associated with group seeking to reopen plant under new name, Wilcox-Gay Electronics. Plant initially was operated by Wilcox-Gay Corp. as Recordio Tape Recorder Div., went out of business in 1958, was reopened in 1959 with new capitalization furnished by employes & townspeople who purchased business for $336,058. Building, machinery and land are still owned by Wilcox-Gay.

General Instrument and Pirelli S.p.A., Milan, Italy, have teamed to form a new European electronics firm, Pirelli Applicazioni Elettroniche S.p.A., to make & sell GI's products to Common Market & other European countries. New firm will construct 50,000-sq.-ft. plant near Naples.

GT&E Prods Sylvania: Signs continued to mount last week that General Telephone & Electronics was less than enchanted with subsidiary Sylvania Electric Products, acquired in 1959. Into new Sylvania post of administration senior vp Leon C. Guest Jr., GT&E vp-controller. In speeches on East Coast & West, GT&E Chmn. Donald C. Power made clear that Sylvania isn't pulling its anticipated weight in profit boat, that Sylvania executives heretofore have been more concerned with sales than with earnings.

Addressing San Francisco security analysts last week, Power forecast Sylvania's 1962 earnings in $10 million range, up from $6 million in 1961. However, Sylvania's 1961 earnings were down some 50% from preceding year, he said.

Earlier, Power had told financial analysts in Philadelphia that GT&E had acquired in the Sylvania package executives who thought more of sales than profits. However, he added, GT&E men are now at Sylvania's switchboard and corner on manufacturing profits has been turned.

GT&E's electronics & manufacturing businesses account for about 60% of total revenues. Last year, however, these businesses contributed only 33% of earnings, down from 42% in 1960. For 1962, Power forecast a 12% pickup in manufacturing profits to more than $26 million from $24 million in 1961. For total GT&E operations, he predicted a 1962 net income of $81-83 million, or $1.10 a share—up from 1961's $73.7 million ($1 a share).

"Japan: Asia's first consumer market" titles Feb. 23 *Time* analysis of Nippon's post-war industrial growth. Front-cover spotlight goes to Konisuke Matsushita, founder of giant Matsushita Electric, "a daring manufacturing & merchandising genius who, starting out at 9 as an errand boy, has built Japan's biggest appliance business from nothing." *Time* notes: "Unlike many Japanese industrialists, Matsushita exports only 10% of his production . . . But although he exports less than such competitors as Toshiba, the high quality of the goods Matsushita sends abroad is helping to erase the old image of Japan as a producer of cheap junk. In dramatic evidence of the changing international reputation of Japanese goods, New York's Macy's last week took full-page newspaper ads to tout Matsushita's 'world-wide reputation for finest quality, finest performance,' and to boast that it had the U.S.'s first stock of his new Panasonic portable TV sets."

Walkouts halted production at Philco Philadelphia-area plants for 3 days last week in wake of furlough of 69 workers at Communications & Weapons Div. plant. Philco said "furlough had not been expected to last longer than 2 weeks," resulted from "a critical shortage of parts" on a govt. contract. IUEW Local 102 charged company with violating seniority procedures. Among placards on picket line: "Ford-Philco broke seniority rules. Employes laid off improperly." At week's end, production shutdown had spread to 5 Philco plants, including TV, involving some 4,500 workers. However, injunction against picketing was granted by Common Pleas Judge Bernard J. Kelley, and company & union accepted Federal Mediation & Conciliation Service's recommendation to end walkout.

Minnesota Mining & Mfg. has increased its quarterly dividend from 17½¢ to 20¢ a common share, payable Mar. 12 to holders of record Feb. 23.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
AT&T	1961—year to Dec. 31	$8,592,860,000[1]	———	$1,325,587,000[1]	$5.52	232,627,000
	1960—year to Dec. 31	8,110,217,000	———	1,250,955,000	5.53	219,234,000
Dominion Electrohome Industries	1961—year to Dec. 31	16,321,850[1]	———	397,981	.95	———
	1960—year to Dec. 31	15,175,000	———	333,104	.79	———
Electronic Specialty	1961—year to Dec. 31	27,574,379[1]	$ 1,727,144	1,482,144[1]	1.67	885,768
	1960—year to Dec. 31	11,735,516	57,219	37,219	.07	548,240
Emertron	1961—year to Oct. 31	14,005,269	647,499	333,499	.17	2,000,000
	1960[2]	———	———	———	———	———
Gabriel	1961—year to Dec. 31	30,304,892	1,294,016	591,049	.82[3]	711,313
	1960—year to Dec. 31	31,237,141	(861,556)	(436,556)[4]	———	675,838
GPE	1961—year to Dec. 31[5]	234,620,431	———	5,866,366[6]	3.45[3]	1,558,328
	1960—year to Dec. 31	244,427,566	———	5,312,692	3.22[3]	1,492,508
	1961—qtr. to Dec. 31[5]	63,424,341	———	1,677,326	.98[3]	1,558,328
	1960—qtr. to Dec. 31	67,873,016	———	1,690,180	1.05[3]	1,492,508
Giannini Controls (Conrac)	1961—year to Dec. 31	22,042,394	———	858,799	.81[3]	1,065,268
	1960—year to Dec. 31	15,848,007	———	599,401	.72[3,7]	814,380[7]
Hewlett-Packard	1962—qtr. to Jan. 31	24,738,000	———	1,887,000	.17	9,889,446
	1961—qtr. to Jan. 31	20,608,000	———	1,452,000	.13	9,816,561
Hoffman Electronics	1961—year to Dec. 31	57,243,000	———	647,000	.42	1,534,088
	1960—year to Dec. 31	54,271,837	———	(968,400)	———	1,524,221
MCA	1961—year to Dec. 31	82,393,116	15,389,281	7,482,951	1.83[3]	4,040,735
	1960—year to Dec. 31	67,317,103	12,962,433	6,270,230	1.55[3]	3,995,735
Oak Mfg.	1961—year to Dec. 31	23,017,077	1,182,662	557,662	.85	655,794
	1960—year to Dec. 31	17,642,295	1,513,612	351,310	.54	647,794
	1961—qtr. to Dec. 31	———	———	251,785	.39	655,794
	1960—qtr. to Dec. 31	———	———	(81,603)	———	647,794
Republic Corp.	1961—year to Oct. 28	31,729,670	3,577,629	1,977,629	.74[3]	2,443,448
	1960—year to Oct. 28	29,073,164	4,396,209	2,096,209	.80[3]	2,004,190
Tung-Sol	1961—year to Dec. 31	65,946,154	———	1,510,577	1.40	925,783
	1960—year to Dec. 31	66,471,971	———	1,476,259	1.37	924,521

Notes: [1] Record. [2] Not in existence. [3] After preferred dividends. [4] After $425,000 tax credit. [5] Preliminary. [6] Includes net of $545,258 (35¢ a share) from sale of properties. [7] Adjusted for Aug.-1961 2-for-1 stock split.

Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Consol. Elec. Ind.	Q	$0.25	Apr. 5	Mar. 20
GE	Q	.50	Apr. 25	Mar. 16
Pathe Equipment "A"	—	.05	Mar. 1	Feb. 15

Mergers & acquisitions: Siegler will acquire **Lear Inc.** if stockholders of both firms approve at special meetings this spring. Siegler would exchange 5 of its common shares for each 7 of Lear's outstanding 2,802,448 shares; transaction would involve some $44 million at current market prices. Siegler already has purchased from Lear Chmn. William P. Lear Sr. & family 650,000 shares currently worth $13 million • **Macfadden Publications** and **Bartell Bcstg.** will merge into Macfadden-Bartell Corp. Under terms approved by shareholders of both firms last week, Macfadden holders will get 2 shares of stock in merged company for each share of Macfadden common held; Bartell shareholders will exchange their stock on 1-for-1 basis. Bartell, which owns 121,000 shares of Macfadden, has 1,318,000 shares outstanding. Macfadden has 445,889 shares outstanding • **Avco** and **Ultra Electronics** have signed agreements for joint studies and possible joint ventures in general fields of communications and electronics.

Davega Stores plans to petition a federal court for reorganization under Chapter XI of the Bankruptcy Act. Chmn. Mike Goldgar said the 26-store chain's assets & liabilities each amount to about $3 million, blamed "unprofitable" sales of appliances for Davega's inability to pay all creditors. If reorganization plan is approved by court & 51% of creditors, Goldgar said, United Star Co. of Atlanta, which recently bought control of Davega, "will then advance $500,000 to $1 million additional working capital." Goldgar also is United Star chmn. Davega is forced to seek court help, he continued, because "some 3 or 5 uncooperative vendors had refused to wait" for payment of bills.

Emerson Radio & Phonograph scored a sharp profit rise to about 30¢ a share on $21-million sales in fiscal-1962's first quarter ended Jan. 31, compared with 6¢ on $15-million sales a year earlier. Pres. Benjamin Abrams told annual meeting last week that Emerson anticipated total-year gains over $1.9 million (84¢ a share) earned on $70.9-million sales in fiscal 1961.

National Video secondary offering of 74,840 Class A shares was oversubscribed after going on market at $15.50 a share. Bache & Co. and associates were underwriters for $1,160,020 offering by National Video officers & directors and a charitable foundation. No proceeds accrued to company.

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The authoritative service for executives in all branches of the television arts & industries

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EDITORIAL CONFERENCE MAKES HIT, broadcasters happy with how-to sessions, Minow's "the Commission stands behnid you," briefing by govt. leaders (p. 2).

HOUSE LOOSENING ETV AID PURSESTRINGS as Rules Committee reports $25 million Roberts bill. Final action possible this week (p. 3).

WESTINGHOUSE CLEAR, GE UP NEXT, as FCC judges impact of anti-trust convictions on right to keep station licenses. Schine's WPTR Albany being questioned (p. 3).

SPACE COMMUNICATIONS DISPUTE AIRED in Senate hearing. Administration, FCC and Congressional factions disagree on system ownership & operation (p. 4).

Consumer Electronics

MOTOROLA DOES IT AGAIN—23-in. TV at $169.95, some $30 below most other major brands. Industry expected to meet price by designing special low-end chassis (p. 6).

JAPANESE EXPORTS UP, but declining radio prices kept 1961 consumer electronics dollar volume of Japan-to-U.S. shipments about same as 1960. Transistor radios now average $10.60 (p. 7).

ELECTRONICS IN EDUCATION gets big push from RCA, which establishes special department to develop educational market (p. 8).

TV SET SALES to dealers totaled 457,000 in Jan., radio sales 567,000, both up substantially from 1961 (Topics & Trends, p. 9).

JUNE COLOR LINE frozen by Motorola—with 21-in. RCA tubes—but 23-in. rectangular sets may be dropped in later in year (p. 10).

191 MILLION TRANSISTORS were sold in 1961, compared with 128 million in 1960, EIA reported, but dollar value fell to $299.5 million from $301.4 million (p. 10).

RCA'S RECORD YEAR produced sales of more than $1½ billion, profits of $35.5 million; "increased profits" forecast for 1962, with increasing color-TV earnings a major factor (p. 11).

GE POSTS 21% PROFIT GAIN in 1961 as sales rise 6% to record $4.456 billion; earnings climb to $242 million (p. 11).

PASTORE MAKES BROADCASTERS BEAM & WINCE: Welcome praise and a brisk drubbing were given to industry last week by Sen. Pastore (D-R.I.), chmn. of Commerce Communications Subcommittee, in one of his rare appearances before an industry group. The lift-&-squash exercise was delivered to NAB's State Assn. Presidents conference in Washington. Naturally, it irked broadcasters, and they were heartened when NAB Pres. LeRoy Collins responded quickly in their behalf.

Pastore started out by stating that coverage of Glenn orbit was "one of the industry's finest hours," went on to assert that U.S. TV-radio "has long been one of the most outstanding accomplishments of our society." He didn't remain in that vein long.

Pastore was particularly incensed by the much-harped-on Fabian Bus Stop episode (Vol. 2:5 p3, et seq.) This, he said after seeing special screening day before, "was the 'Harvest of Shame' of the broadcasting industry." He proceeded to castigate ABC for not letting TV Code Board pre-view show. "Is this cooperative self-regulation?" he asked. Industry says it can regulate itself, needs no new laws, he said, but: "I wonder how the performance of Bus Stop squares with this assertion, or is this a patent deficiency in the network and code relationship? You will hear more from me on this subject of the TV Code and the industry at a later date. . . . More effective procedures must be worked out by the licensees and the networks so that each will share the responsibility [for programs]."

Pastore said he thinks industry can regulate itself—"but if it does not, then some adjusting and regulating may have to be done by others. This is not a threat—this is a challenge." He again commended FCC

Chmn. Minow for his position on programming, asserting: "I am quite sure that Mr. Minow has the encouragement and the support of the Senate Commerce Committee."

Collins didn't let it stand there. His reaction: "No one—no one—wants to improve broadcasting more than the broadcasters themselves. We hope that next year you will see the unfolding of some of things we are doing. You may find we are doing many of the things you ask." He said NAB is working for closer liaison between networks and Code administrators, reported that NAB's Research & Training Program "is alive and active"—and he invited Pastore to return later "and see how much improvement has been made, based upon what we are already doing."

In his own talk to group, Collins summarized NAB's actions designed to enhance industry's relationship with govt. & public and to improve its programming output. He said broadcasting has come along well on all fronts in last year, laid particular stress on 2 of his favorite projects: (1) Research & Training Program to study "the fundamentals of the content and consequence of what we put on the air." (2) "Over-population of radio stations." He repeated his disagreement with Minow that more stations—particularly in TV—are answer to most problems. "Quantity does not necessarily make for quality," he said. "Indeed, if quantity becomes highly excessive, as it has in many radio markets throughout America, it drives quality down, down, down."

NAB Code Authority Dir. Robert D. Swezey pleaded for industry-wide cooperation. "I think there are many of us operating in the Washington climate who have a rather definite feeling that the day of reckoning is fast approaching when Code-wise broadcasting will be asked very bluntly to 'put up or shut up.' " He asked each state association, whose membership includes many stations not NAB members, to appoint a member as Code liaison with NAB.

In other sessions: (1) NAB staff ran through developments in their specialities—decline of radio revenues, govt. relationships, CATV, political equal-time, labor, FCC's proposed license fees, etc. (2) Heads of 4 state associations described major state-level activities. (3) FCC Comr. Bartley told of govt. aim for emergency system more effective than CONELRAD, said details couldn't be announced yet. (4) Paul Fisher, deputy asst. defense secy., said Defense Dept. is spending $700,000 for broadcast station fall-out shelters and standby facilities, reported that $7 million more is sought from Congress for the purpose.

Conference preceded, then joined, NAB's first Public Affairs-Editorializing Conference (see below).

EDITORIAL CONFERENCE MAKES HIT: NAB's first Public Affairs-Editorializing Conference in Washington last week was topnotch affair, according to most of the 360 attendees, who included some from immediately preceding State Assn. Presidents meeting (see above). Broadcasters even commended address by FCC Chmn. Minow.

Conference ranged from "how to" and "how not to" sessions, through exhortations to editorialize from Minow and NAB Pres. Collins, to state-of-the-world address by USIA Dir. Edward R. Murrow.

Minow said nothing critical about broadcasters, keyed speech to shrinkage of daily newspapers (only 60 cities with competing papers), stated that TV & radio must move in and provide diversity of opinion. He urged broadcasters to let themselves go—after careful preparation. "You should know that the Commission stands behind you," he said, "and we are not back here to 'bushwhack' you. We recognize that a station with a strong voice can be a prime target for pressure groups and that the pressure groups may try to put the squeeze on through the FCC. I suggest that the absence of such a pressure group squeeze may indicate that your editorials are milk toast. Complaints prove you are communicating, not toe-dancing with issues." One broadcaster's comment: "If he had talked like that last year, we'd all be with him."

Collins urged operators to be neither insipid nor unprincipled in their expressions of views. "Too often," he said, "newspaper editorials are innocuous pieces of cat-purring. . . Equally as deplorable as the wishy-washy editorial is the barroom-haymaker type, which hauls off and swings irresponsibly with little regard for the facts or who may get hit. Brawlers of this kind are not to be trusted."

Among most interesting sessions was panel report on editorial impact. For example: (1) Frank J. Abbott, WWGP Sanford, N.C., told of tax-reform editorial which will produce a tax cut. (2) Ben Strouse,

WWDC Washington, described how editorials plumping for vote for D.C. citizens were distributed to 309 broadcasters in 47 states—and proposal was ratified by necessary number of states in matter of days. (3) Lee Ruwitch, WTVJ Miami, reported on station's contribution to construction of expressway system.

William Swartley, WBZ-TV Boston, cautioned that only about one of 100 editorials may produce measurable impact and that editorials are only one phase of station's community work which includes over-all programming, documentaries, news, public service messages.

Conference was led by Editorializing Committee Chmn. Daniel W. Kops, WAVZ New Haven, who commended NAB staffers Howard Bell and Dan Shields for doing much of the tough preparatory work.

CONGRESS LOOSENING ETV AID PURSESTRINGS: ETV forces were cautiously jubilant last week after House Rules Committee finally reported Roberts bill (HR-132) to grant $25 million in matching funds to states for construction of stations, up to $1 million for each state. Bill now comes up for vote this week, with prognosis for passage good.

Bill differs somewhat from Senate-passed Magnuson bill (S-205), which would give states & D. C. up to $1 million each—no matching funds required. If House approves Roberts bill, the 2 bodies will iron out differences. Release of funds, incidentally, would provide nice windfall for station equipment makers, give some lift to receiver, uhf converter and antenna sales.

Example of ETV reaction: William Harley, pres. of National Assn. of Educational Bcstrs., reported many states "ready to go" when they get funds, said NAEB has helped draw up plans for stations & networks in 22 states, is working on others plus national network. "We can do pretty well on this $25 million," he said.

Harley is concerned, however, about channel availability—saying that ETV needs 97 more vhf, 825 uhf assignments in addition to present 275 reservations. NAEB has asked FCC to start special rule-making for more channels, also supports all-channel-receiver bill (Vol. 2:9 p3).

WESTINGHOUSE CLEAR, GE UP NEXT: Westinghouse's "superior & uncommon" broadcast performance finally got it off FCC's hook last week as expected, all of its licenses renewed for regular period, after months of Commission beard-stroking about parent firm's anti-trust convictions (Vol. 17:14 pl, et. seq.). FCC vote was 4-3, Comrs. Minow & Ford voting for one-year renewals, Bartley for a hearing.

Nothing was said about renewal of GE's Schenectady stations; it's understood staff hasn't finished work on case, may have it done in about a month.

Though WBC has gone through painful experience, it can find substantial long-run comfort in Commission's unusual praise of its record, Chmn. Minow saying, for example, that it "has few peers and no superiors."

Basic FCC conclusion: Anti-trust record of parent Westinghouse Electric is terrible—but fine broadcast record counterbalances that. However, if company runs afoul anti-trust laws again, stations will be in real trouble.

Voting for one-year renewal, Minow stated: "We have reasons both to trust and doubt Westinghouse . . . We should review this matter on our own motion in 12 months, to test our present conclusions as to the company's responsibility against further experience." However, he said, with regular renewals the expiration dates will be staggered and "no present basis for an overall review of the company's responsibility on our own motion is provided."

Your guess about GE's prospects is as good as anyone else's. Is GE's anti-trust record better or worse than Westinghouse's? Is its broadcast record similarly outstanding & counterbalancing?

Another FCC-anti-trust case in works is that of Schine theater interests' radio WPTR Albany. Schine group, as result of anti-trust decision, had been ordered to divest itself of certain theaters. It was later fined $73,000 for failure to carry out court's terms. Now, FCC is considering licensee's character qualifications and questioning whether it had also engaged in unauthorized transfer when J. Myer Schine reduced holdings from 71.8% to 26%, affecting transfer within his family.

SPACE COMMUNICATIONS DISPUTE AIRED: Three-way tug-of-war over who should own & operate space satellite communications system was generated last week.

Faction headed by Sen. Kerr (D-Okla.) and FCC favors limited private ownership by U.S. communications common carriers in federally-chartered corporation, capitalized at $500 million, consisting of 5,000 shares at $100,000, minimum of 5 to shareholder. President Kennedy favors broader private corporation, not limited to common carriers, authorized to issue a million shares of Class A stock at $1,000 with voting & dividend rights, 10,000 shares of non-voting and non-dividend-bearing Class B, limited to carriers. Sens. Kefauver (D-Tenn.) & Morse (D-Ore.) head group pressing for govt.-owned system. On fringe is Sen. Keating (R-N.Y.) who wants private corporation with stock as low as $25 per share.

At hearings before Senate Space Committee, RCA Pres. Elmer W. Engstrom backed Kennedy proposal (S-2814), with some modifications, but declined to commit RCA to any investment until more research provides details of proposed operation. This annoyed committee, particularly Sen. Kerr, who wanted to know how RCA expected ever to get more information unless someone puts money into project. Engstrom replied that experimental communications satellites to be sent up later this year will provide much of needed data.

Sen. Holland (D-Fla.) said "we are wasting our time" considering Kennedy proposal unless it can be shown existing private companies are willing to buy stock. Sen. Symington (D-Mo.) suggested that if RCA didn't buy stock it would be out of picture.

Hughes Aircraft Co. testified that a profit-making satellite communications system tieing together 90% of world's phones could be launched for about $100 million shortly after July 1963. Hughes vp Dr. Allen E. Puckett told committee company hopes to demonstrate experimental system in 18 months, using "Syncom" stand-still satellite being developed for NASA. He opposed Kerr bill.

Committee also got look at some futuristic space communications hardware. RCA displayed 6-sided low-orbit relay satellite; Bell Labs showed its 34-in. "Telestar" satellite.

CURRENT CAPSULES

Novel conflict over Ch. 9 in Syracuse: Recently, applicants Salt City Bcstg. and W.R.G. Baker Radio & TV joined to request temporary operation authority pending comparative hearings. Last week, 4 of remaining applicants joined forces to ask for same thing—producing competition even for interim operation. The 4: Six Nations, George P. Hollingbery, Onondaga, WAGE. In Rochester, sudden secret meeting to discuss interim operation was held March 1 by 10 of the 12 applicants—Ivy Bcstg. and Rochester Area Educational TV Assn. not present. Nothing conclusive happened; next meeting is March 15.

———■———

Allocations hearing of House Commerce Committee starts March 5 with: Reps. Avery (R-Kan.), Mack (D-Ill.), Steed (D-Okla.), Anderson (R-Ill.), Scranton (R-Pa.), Monagan (D-Conn.), Shipley (D-Ill.), Wilson (R-Ind.), Kowalski (D-Conn.), Kearns (R-Pa.), Sen. Bush (R-Conn.). March 6—All FCC commissioners except Lee; Lester Lindow, MST; William L. Putnam, WWLP Springfield. March 7—Comr. Lee, Frank Stanton, CBS; Robert Coe, ABC. March 8—Rep. Ayers (R-Ohio) and 30 "public witnesses."

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Gates Radio reports shipping FM stereo generators which can adapt to stereo the 100 old Gates FM-5B & FM-10A transmitters now in use—having submitted to FCC measurements on the transmitters, making it unnecessary for FM operator to seek special Commission approval on his own. In addition, Gates says its main channel exciter, with stereo generator, permits adaptation of "almost any FM transmitter"—including GE, Collins & Raytheon. Firm has shipped more than 600 FM transmitters since 1952, it states, more than any other transmitter maker.

———■———

Procter & Gamble signed FTC consent order agreeing to discontinue TV commercials claiming that Crest toothpaste had been tested in comparison with "regular" toothpastes. Agency's principal objection was that comparison tests weren't made with commercially available toothpaste but with formula substantially the same as Crest's—lacking stannous fluoride, however. P&G claimed this "control" product was fully representative of "regular" or conventional toothpastes from standpoint of tooth decay but agreed to revise ads.

Voice of America celebrated 20th birthday Feb. 26, same day astronaut Glenn made triumphal return to Washington. President Kennedy told world over special 87-transmitter hookup that U.S. would continue to seek "free flow of information" across national boundaries and "iron curtains." He said next 20 years will offer U.S. unprecedented opportunity through communications satellites and other techniques to spread message of "freedom of choice" throughout world. Kennedy speech was tied in with broadcast of tumultous Glenn reception, transmitted in more than 35 languages. VOA estimates its average total audience at 20 million, rising to 45 million for packaged programs it gives to other stations for their use.

Personals

Robert W. Breckner promoted to KTTV Los Angeles pres., succeeding Richard A. Moore, who resigns to head pay-TV firm . . . Lee G. Stevens, former TV-radio consultant, named managing dir., WWUP-TV (Ch. 10) Sault Ste. Marie, due on air Aug. 1.

Harold J. Klein, ABC Films vp, promoted to worldwide sales mgr., functioning in both domestic & international sales . . . John Barry named AM Radio Sales Inc. Eastern sales mgr.

Elliott Abrams, ex-Sterling TV syndicated sales vp, forms Scope TV Inc., new production & distribution firm, 161 W. 54th St., N.Y.; he'll continue association with Sterling in special sales area . . . Joe Derby, ex-Young & Rubicam TV program publicity supervisor, named NBC press dept. news publicity dir.; Robert Brown appointed news and public affairs press supervisor.

Film Producers' Assn. of N.Y. elects: Robert Gross, American Film Producers, pres.; Irving Hecht, Cineffects, vp; Walter Lowendahl, Dynamic Films, secy.; Peter J. Mooney, Audio Productions, treas. Outgoing Pres. William Van Praag becomes executive board member.

Fred Frank named Allied Artists TV Southern sales mgr., Atlanta.

Obituary

Walter L. Guzewicz, 51, pres. of tower manufacturer Stainless Inc., died of heart attack Feb. 11 aboard train traveling from White Sulphur Springs, W. Va. to home in Gwynedd, Pa. He was co-founder of Stainless with brother Henry J., who shifts from vp to president and chief executive officer. Born in Taunton, Mass., he was an MIT graduate, helped form Piasecki Helicopter Corp. in early 1930's. Survivors are his widow, 2 daughters, 4 brothers including Henry J., parents, a sister.

Lynne C. Smeby, 57, Washington consulting engineer, died of heart ailment in hospital Feb. 28. Native of Alden, Minn., he was chief engineer at radio stations in Detroit, Minneapolis & St. Paul until 1939. He joined ITT in 1939. Shortly thereafter, he became NAB engineering dir., leaving in 1942. His widow and 2 sons survive.

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TV mobile units covering Glenn parade in Washington elicited rash of complaints from curbside throngs whose view of astronaut was blocked by trucks. Letters to Washington papers complained bitterly about battery of TV units which virtually surrounded Glenn car along entire parade route.

Korean HLCK (Ch. 9) Seoul, govt.-owned, began operations Dec. 31, joining Armed Forces' AFKN-TV. Engineering & construction was handled by Electronics Corp. of Korea (K. W. Shin, pres.). Station uses U.S. standards, 2-kw transmitter, 12-kw ERP.

U.S. foreign information program must be bolstered or country will lose out to steadily increasing Sino-Soviet propaganda and cultural efforts, according to U.S. Advisory Commission on Information. In 17th report to Congress, group said cold war will be protracted, and "USIA must be permanent part of our answer to the Communist challenge." Commission recommended USIA be given authority to establish foreign service career system to attract people of top competence. Commission members: Mark A. May, prof. emeritus of psychology, Yale, chmn.; Jonathan Daniels, editor, *Raleigh News & Observer;* Lewis W. Douglas, former ambassador to Great Britain; Sigurd S. Larmon, chmn., Young & Rubicam; J. Leonard Reinsch, exec. dir., WSB-TV Atlanta.

Report on allocations position of Meredith Bcstg. Co. (Vol. 2:9 p3) had it erroneously listed as favoring all-channel-set legislation. It's vigorously opposed, telling FCC & Congress: "We know of no other instance where Congress has conditioned the basic right of transporting goods in interstate commerce on compliance with regulations as to manufacture where there is no element of public health or safety involved." Its position on vhf & uhf: (1) Keep both bands. (2) Encourage uhf, but don't grant CPs on first-come, first-served basis. (3) Encourage ETV on uhf. (4) Use short-spaced vhf drop-ins—"rigidly restricted to correcting critical situations." (5) Employ "selective deintermixture to strengthen uhf."

Miffed with FCC, Los Angeles Federal District Court Judge Leon Yankwich reversed himself, ruled in favor of MCA's Taft Schreiber, who has been contesting FCC's hearing procedure in the film portion of its network program hearing. Judge Yankwich ordered hearing be confidential, Schreiber to have full rights of counsel, court to retain jurisdiction, Schreiber to be insulated from possibility of being held in contempt.

FTC is wasting its time on trivia instead of delving into policy fields where it could do greatest work, Comr. Philip Elman charged. In sharply-worded dissent filed in misleading advertising case against Gimbel Bros., Philadelphia, he said attention given "the trivial and inconsequential cases leave little room for, and tend to drive out, the substantial and significant."

CBS White House tour will be made into book published by Doubleday & Co. this fall at $10. Author is Perry Wolff, CBS news producer-writer who handled telecast. Network also announced arrangements with McGraw-Hill Book Co. to distribute films of broadcast in non-theatrical 16mm market.

TV time sales in 1962 are expected to rise 6% over 1961, according to TvB survey. National & regional spot and local sales should rise 6%, network sales 5%, Bureau reported. Billings in 1961 increased 5.7% over 1960 levels.

A $1 million UNIVAC III computer has been chosen by FCC for its data-processing system to speed application processing—will ask Budget Bureau for funds.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

MOTOROLA DOES IT AGAIN — 23-IN. AT $170: Motorola's not kidding in drive to increase its share-of-market through lower-priced sets. While industry still rocked with repercussions of 19-in. portable at $139.88 (Vol. 2:1 p7), Motorola uncorked a powerful right—23-in. version at $169.95.

Like the portable, its price is $20-$30 below competitors' models of similar screen size—$30 in most cases. As unveiled to distributors in N.Y. at week's end, it was accompanied again by official line that "we've got an important new engineering advance, and we intend to pass it on to the public."

Motorola calls it "an engineering breakthrough." Competitors will call it something else as they put it through its paces and figure out how to meet price. Motorola's circuit, as initially used in $139.88 Tartan and now applied to 23-in. table model, is new, employing 14 receiving tubes including frame-grid tuner & frame-grid IF amplifiers. Many of tubes are imported—from Japan & Holland—and some components, including speakers, have dual U.S.-Japanese sources. However, set is American-made from predominantly American parts, according to Motorola.

New leader set is wood-grained metal table model using dry-seal gasketed safety glass, with new low-drive 95-degree narrow-necked picture tube and 18,000-volt power. As in case of 19-in. leader, Motorola says it's not "metropolitan" set, but will work in fringes. Set has year parts warranty.

Step-up models are $177.77 (charcoal) & $187.77 (grain) with legs and lucite casters; $188.88 & $198.88 with planter bench base & casters. Also introduced by Motorola was 23-in. consolette (with magazine-rack base) at $239.95 and remote version at $259.95—$10 below Motorola's previous cheapest 23-in. remote set. Hardwood lowboy is priced at $269.95-$289.95.

Motorola engineers explain that 2-year program of cost reduction, use of half-wave silicon rectifier and high performance tubes together with automatic production techniques make possible low price.

"We have not led the downward trend in prices," Motorola Consumer Products Inc. Pres. Edward R. Taylor said at introduction of new set. "But it has become evident that a large segment of the public wants sets at lowest prices—with quality and reliability." Low-priced 19-in set, he said, hasn't hurt sales of higher-end Motorola merchandise, which is selling better than last year. "We're controlling production on these sets, so they don't run away with us."

How has 19-in. set worked out at $139.88? "We now have over 40,000 of them in the field," said TV engineering dir. Garth Heisig, "and we have yet to receive one complaint." Motorola officials say their tests have shown picture is "bright enough for about 99% of uses."

How will rest of industry react? They'll follow suit—no doubt of it. But this will be mainly in terms of price-reduction on existing merchandise—not new "economy sets"—because even crash program to develop new chassis would take minimum of 9 months. Eventually, however, entire industry may end up with 2 chassis lines—economy & deluxe—but this may be year away. One thing is certain: there's now new price floor beneath both 19- & 23-in. sets.

Other manufacturers who have analyzed Motorola 19-in. say they can't see where sufficient cost has been removed to justify $139.88 price. As one manufacturer quipped: "The big breakthrough seems to be in accounting & cost estimating, rather than in engineering."

Meanwhile, Philco joined parade to lower portable prices with new open-list 19-in., said to be designed to sell in $140-$150 price range. Philco also dropped in 23-in. hardwood vertical console at $239.95.

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Other new products announced last week: Zenith introduced 2-piece FM-stereo radio, including AM. One walnut veneer unit contains all controls and 2-speaker sound system; remote unit also has 2 speakers, is connected by cable to master. Price is $199.95.

Among many new antenna products inspired by FM stereo is Jerrold's newly introduced FM Range Extender ($29.95), "designed to recoup FM multiplex broadcasting reception range loss." The pre-amplifier, which uses frame-grid tube, is being pitched to FM listeners who are disappointed by shorter range of stereo signals.

Transistor radio prices continue to drop. Motorola's new line of portables starts with 6-transistor set at $16.77—beating GE's low of $16.95 (Vol. 2:3 p10) by 18¢. The 10-set line features 4 other 6-transistor sets from $19.77 to $39.95, seven-transistors at $32.95 & $34.95, three 8-transistor models at $37.95-$49.95.

Philco's portable radio line features 6 new sets ranging from 6-transistor pocket set at $17.95 to 9-transistor at $64.95, with others at $22.95, $24.95, $29.95, $39.95 & $49.95.

Philco is re-entering auto radio field under own name with universal transistor radio for cars & trucks at $59.95. It's modified version of radio Philco has made for truck manufacturer for last 3 years.

Tape-recorder prices continue to tumble, under influence of imports. Emerson's Telectro Div. last week announced full-size 2-speed monaural U.S.-made recorder to sell at $79.95 "with full profit margin."

JAPANESE EXPORTS UP, PRICES DOWN: Price attrition due to fierce competition pushed average export price of Japanese radios still lower last year—despite rising production costs and higher percentage of deluxe radios.

Japanese exports of principal consumer electronic products to U.S.—radios, phonos & TVs—increased substantially in unit volume, but total cost in dollars was virtually unchanged from 1960. Only in the rapidly expanding categories of TV sets & radio-phonos did average unit price increase over preceding year.

In transistor radios of all types, total exports increased 34% over 1960, while total dollar volume dropped nearly 4%. U.S.-bound exports of radios with 3 or more transistors increased nearly 10% in units, while dollar volume declined 12%—meaning that average export price of this type of radio dropped from $13.27 in 1960 to $10.60 last year.

Possibly due to quotas in 6-transistor set category, exports to U.S. of so-called "toy" radios (fewer than 3 transistors) jumped 68% in units and 54% in value, average price settling from 1960's $2.80 to $2.57 in 1961.

For first time, tube radios constituted substantial Japanese export to U.S. in 1961, nearly tripling in units and more than doubling in dollar volume. But despite increasing emphasis on FM-AM tube radios from Japan, average price of tube radio dropped from $7.12 in 1960 to $6.38 in 1961.

In radio-phono & TV categories, average-price story was different. While number of radio-phonos exported to U.S. didn't quite double preceding year's total, dollar volume more than doubled—and average price shot up from $32.10 to $36.12 in 1961. TV imports more than doubled to 23,000 from 1960's 10,000, while average price rose from $51 to $75. This is because of entrance on U.S. market of Sony's high-priced 8-in. transistor TV last year, whereas in 1960 shipments of Delmonico's Japan Victor sets (minus picture tubes) constituted virtually entire 10,000-unit Japan-to-U.S. TV export market.

Japanese TV exports to U.S. are continuing to rise—more than 9,000 sets entered country in first 6 weeks of 1962 (Vol. 2:9 p7). All except about 300-400 of these went to Delmonico & Sony.

These 2 TV importers will have more company this year. Matsushita's 14-in. bookshelf TV is scheduled to begin arriving in quantity late this spring, and Star-Lite has announced 8-in. 110-volt TV competitive with Delmonico's $119 midget.

Now Toshiba is ready to fill gap between 8- & 14-in. with 10-in. set to sell for "under $130" by late spring or early summer. Toshiba's set, to be distributed by Transistor World Corp., weighs 28 lb., has 15 tubes, silicon rectifier, carrying handle, telescoping antenna, 'distance-local" reception switch, earphone jack. It will be displayed for first time in U.S. next week at special Toshiba exhibit at N.Y.'s Japan Trade Center.

Here are 1961 & 1960 Japanese exports to U.S. in principal consumer electronics categories (1960 figures, rounded, from U.S. Commerce Dept. Business & Defense Services Administration; 1961 figures from McGraw-Hill's Electrical Merchandise Week):

	1960		1961	
Product	**Units**	**Dollars**	**Units**	**Dollars**
Total transistor radios	6,990,000	$63,040,000	9,328,842	$60,586,792
3 or more transistors	4,149,000	55,056,000	4,554,383	48,285,048
other	2,841,000	7,984,000	4,774,037	12,301,744
Tube radios	881,000	6,277,000	2,224,229	14,174,786
Radio-phonographs	39,000	1,252,000	74,885	2,708,000
TV receivers & chassis	10,000	507,000	23,179	1,719,840

Note: Recent Los Angeles Customs Court ruling headed off attempt to import radio batteries at 12½% ad valorem tariff which applies to radios & radio parts rather than 17½% normally levied on dry batteries. Ruling against United Merchandise Corp., court held that batteries don't lose their identity when shipped with complete radios or when shipped as "parts" for radios.

EDUCATION — BIG NEW ELECTRONICS FIELD: Application of electronic devices & techniques to education is expected to become ever-widening field in next generation—and presumably there will be plenty of govt. & private money invested in it. New teaching methods are vital as public school enrollment soars and as necessity emerges to retrain workers displaced from jobs by automation.

With eye to increasing importance of this market, RCA last week announced consolidation of all education activities into new RCA Education Services dept. within RCA Service Co. New department includes 51-year-old RCA Institutes, plus 2 new branches—Educational Advisory Services and Educational Operations.

Educational Advisory Services, according to RCA, will "advise educators and school administrators on electronic systems applications to the learning process." Educational Operations develops new educational methods and determines efficient application of existing techniques. Education Services Dept. already is developing visual aids, teaching machines, etc.

Most fascinating aspect of electronics in education, as outlined by RCA officials, will be the building of complete educational electronic systems—electronic school plants—from ground up. Heart of any electronic school system will be ETV—supplemented by other audio-visual teaching devices, learning labs, programmed instruction, record-keeping & exam grading by computer, etc.

New RCA Educational Services division vp is Harold Metz, ex-technical education programs vp, RCA Service Co. Ernest W. Lareau, mgr., Educational Operations, is a former Westinghouse training director. John W. Wentworth, mgr., Education Advisory Services, is longtime top RCA broadcast engineer. James S. Winston, mgr., educational programs, was personnel mgr. of Moog Servicontrols. All are former teachers & educational administrators.

More & more companies are taking good hard look at educational field in terms of complete "systems approach" to integration of electronics in learning process.

Meanwhile, most TV firms are coming up with special educational TV receivers. Latest is GE with "classroom TV-audio center," including 23-in. TV, front-mounted 9-in. oval speaker, amplifier delivering 9 watts undistorted audio output for TV, phono or tape recorder.

TV-RADIO PRODUCTION: EIA statistics for 2 weeks ended Feb. 23 (7th & 8th weeks of 1962):

	Feb. 10-16	**Preceding wk.**	**1961 wk.**	**'62 cumulative**	**'61 cumulative**
TV	135,567	142,731	116,463	902,035	708,462
Total radio	273,224	246,894	277,136	2,432,286	1,922,101
auto radio	121,117	125,431	65,671	887,302	631,946
	Feb. 17-23	**Preceding wk.**	**1961 wk.**	**'62 cumulative**	**'61 cumulative**
TV	126,390	135,567	103,571	1,025,980	812,353
Total radio	352,456	273,224	282,031	2,804,243	2,205,102
auto radio	121,117	121,117	63,520	1,020,661	695,109

TOPICS & TRENDS

Invasion of audio tape market was launched last week by Eastman Kodak, which will sell tape through the 12,000 outlets which handle its film. Reasons for Eastman's entry into $50-million-a-year consumer tape field, as cited by Pres. William S. Vaughn: (1) Kodak has facilities to mass-manufacture precision raw materials like tape. (2) Some 60% of all recording tape is bought at photo shops.

Kodak Sound Recording Tape won't be sold through hi-fi dealers or parts jobbers—at least not at outset. However, same firm's Eastman brand tape is sold direct to professional consumers—recording companies, film producers, broadcasters. Kodak officials say they have no plans to enter video or instrumentation tape fields.

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Mercury Records enters phono field with portable stereo unit at $139.50 and battery-operated single-play transistor phono at $59.95, both manufactured in Netherlands by Philips. Initial distribution is in 20 markets. Mercury phono sales mgr. is Irving Russell, onetime Webcor national sales mgr. and more recently Bell & Howell tape recorder sales mgr.

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Distributor-to-dealer sales of TV sets for Jan. 1962 were about 13% higher than Jan. 1961, or about 457,000, up from 404,000, according to preliminary estimates. Radio sales by distributors totaled some 567,000 sets vs. 472,000 a year ago, increase of 20%.

Trade Personals

Walter V. Tyminski, ex-Lockheed Missiles & Space Co., elected pres. & a dir. of Belock Instrument, succeeding Harry D. Belock, resigned.

Lloyd A. Hatch named Minnesota Mining & Mfg. long range planning vp, a new post; Roy W. Keeley advanced from divisional sales vp to European area vp, International Div. . . . Harold J. Seigle & Robert G. Nau elected Arvin Industries vps.

J. Stanford Smith, GE mktg. & PR services vp, elected to board of GE Credit Corp. . . . H. S. Morris named mktg. vp, C. R. Rininsland finance vp, of Ling-Temco-Vought subsidiary Altec Lansing Corp., Anaheim, Cal.

Roy A. Olerud, ex-ITT Distributor Products Div., elected pres. of Custom Components, Caldwell, N.J., succeeding founder Harold I. Danziger who continues as chief exec. officer . . . Thomas C. Pridmore, ex-Westinghouse and Bradley Semiconductors, named semiconductor products gen. mgr., ITT Components Div., Clifton, N.J., a new post; Edward C. Keough, ex-Bradley Semiconductors, appointed selenium products mgr., Roanoke, Va. plant.

Michael R. Cardone named mfg. superintendent, Thomas M. Kandl chief industrial engineer, Sylvania Home & Commercial Electronics Div . . . Jack E. Richard named to new post of assistant to Sampson Co. Pres. Robert Sampson, succeeded as Electronics Div. merchandising mgr. by Robert Donner . . . Samuel Bryan, formerly with U.S. Industries, appointed mfg. dir., Ravenswood Corp., succeeding Fred Moore, resigned.

Robert M. Jackson appointed Sylvania Semiconductor Div. (Woburn, Mass.) ad & sales promotion mgr., succeeding John Spitzer, resigned . . . Charles W. Hosterman named planning mgr., Sylvania Electronic Systems' eastern operation, Waltham, Mass.

Edward L. Klein, former vp of Daystrom's Western Instrument Div., named exec. vp of Consolidated Electronic Industries' Mepco Inc. affiliate . . . Emanuel Weintraub elected pres. of Victoreen Instrument subsidiary John E. Fast Co.

George W. Keown, Tung-Sol mktg. vp., elected to board . . . Tadelusz J. Siek named mkt. planning & analysis mgr., Sylvania Electronic System's eastern operation, Waltham, Mass.

William G. Chorn & William D. Heer promoted to vps of Television Shares Management Corp.; Heer also becomes investment committee chmn.

Obituary

James E. Archambault, 58, Webcor pres. since Oct. 1960, died of a heart attack in Fort Lauderdale, Fla. Feb. 26. He became Webcor's president when the Chicago phono-radio-tape recorder manufacturer acquired Dormeyer Corp., of which he had been president for 17 years. He is survived by his widow, a son, 2 daughters.

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GT&E is consolidating 2 of its domestic sales subsidiaries to integrate the marketing of communications equipment. Effective April 1, Leich Sales Corp. will be merged into Automatic Electric Sales Corp. The combined organization will retain the latter's name & Northlake, Ill. hq. Leich Pres. DeWitt C. Gibson Jr. will be president of the combined sales organization. Automatic's Pres. Darwin H. Deaver will be exec. vp.

ITT & Tokio-based Nippon Electric have signed a 5-year manufacturing & sales agreement under which ITT's Kellogg Div., Chicago, will make & sell Nippon Electric's microwave & telecommunications equipment in U.S. & Canada. ITT Kellogg's exclusive distributorship includes such NEC products as tropospheric scatter equipment, multiplex transmission systems.

McMartin Industries Inc. is new name of Continental Mfg. Inc., Omaha (1612 California St.) manufacturer of FM broadcast monitors, multiplex receivers and transistorized audio-public address amplifiers. Headed by Ray B. McMartin, firm supplies all Muzak amplifiers.

Conrac is div. of Giannini Controls Corp.—not Giannini Scientific Corp. as reported (Vol. 2:1 p9). There's no connection between the Giannini firms.

MOTOROLA COLOR LINE IN JUNE: Motorola definitely will have color TV line—using RCA 21-in. round tubes. But it hopes it will be able to drop in high-end sets using its own-design 23-in. rectangular 90-degree tubes before year's end. This peek at Motorola color plans was given at week's end by Motorola Consumer Products Inc. Pres. Edward R. Taylor, in N.Y. for distributor convention.

Taylor confirmed our story of last month at development work on rectangular tube is continuing at National Video (Vol. 2:8 p7), and added that developmental samples of tubes have been taken to Japan & Holland for scrutiny by tube makers there. He gave these additional hints about Motorola's attitude towards color and its upcoming color line:

"All of our research indicates about 175,000 color sets were sold last year. We say about 250,000 will be sold this year. RCA says 500,000. We may be a little low and RCA may be a little high.

"Our line for this June is pretty well frozen. It will have 21-in. RCA color tubes. But if we can get our rectangular tubes in quantity even as late as Labor Day or Thanksgiving we'll drop them into the line. I don't mean in dribs & drabs—that would only slow down sales of 21-in. sets, and we don't want to do that."

Motorola's 21-in. color line probably will start with consolette at about $595, Taylor said. He estimated that 23-in. rectangular 90-degree color tubes should make set worth $50-$75 more than 21-in., and indicated that even if 23-in. tube is perfected, Motorola will use 21-in. tubes in its leader models.

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"If Mexico can persuade foreign firms to build components in Mexico it can not only provide more jobs for Mexicans but also reduce fiscal problems that are partly a result of high imports," commented Feb. 27 *Wall St. Journal* in an analysis of Mexico's tightening regulations for foreign participation in her economy. "The Mexican desire to promote domestic industry is leading to govt.-sanctioned monopolies," *Journal* also noted, adding as an example: "Businessman Jose Sanchez Castano 2 years ago set up a small company called Mex-Mial S.A. to make condensers for radio & TV sets under a license from an Italian firm. Sitting in his office in Mexico City, he points to a chart showing that his condenser sales soared to $60,000 in Nov. 1961 from $600 a year earlier. The reason: Condenser import quotas have been denied the 36 radio & TV set makers in Mexico and they must now buy them from Mex-Mial."

"Use Japanese production to beat high costs," urged U.S. electronics manufacturer Nova-Tech Inc., Manhattan Beach, Cal., in Feb. 20 *Wall St. Journal* ad. Company advertised "that its Japanese branch will quote on your electronic assemblies or complete units in large or small quantities. We can quote from schematics, photos or samples. If Japanese labor supervised by American engineers can help your company make profits, write directly" to Tokyo branch, ad concluded.

Amphenol-Borg Electronics has reduced its quarterly dividend to 20¢ from 35¢ "to allow greater freedom of action to achieve long-term objectives." Pres. Matthew L. Devine said the lower rate "should maintain the company's sound financial condition while providing for continued growth."

191 Million Transistors: Total 1961 factory sales of transistors closed out a record 190,916,354 units—up markedly from 1960's 127,928,568, EIA reported last week. However, reflecting the profit squeeze in the semiconductor industry (Vol. 1:5 p7), dollar value fell $1,893,525 to $299,538,760 from $301,432,285 in 1960.

Same sales-up, dollars-down pattern was reflected in 1961's closing month. December sales totaled 18,166,839 units valued at $24,883,538. In Dec. 1960, 13,347,525, or nearly 5 million fewer transistors were sold, but they produced $27,915,649, or more than 3 million more dollars.

Here are EIA's tabulations of 1961 & 1960 factory transistor sales by months:

	1961		1960	
	Units	Dollars	Units	Dollars
January	12,183,931	$22,955,167	9,606,630	$24,714,580
February	13,270,428	25,699,625	9,527,662	24,831,570
March	15,129,273	29,815,291	12,021,506	28,700,129
April	15,072,064	27,388,278	9,891,236	23,198,576
May	15,128,181	25,113,042	9,046,237	24,714,580
June	17,899,005	26,148,746	10,392,412	27,341,733
July	11,227,388	17,506,011	7,070,884	18,083,802
August	17,193,860	25,155,627	9,732,993	22,739,969
September	19,386,202	27,220,248	12,973,792	28,442,229
October	18,232,530	24,018,037	12,168,632	25,945,195
November	18,342,285	24,034,703	12,149,077	25,372,480
December	18,166,839	24,883,538	13,347,525	27,915,649
TOTALS	190,916,354	$299,538,760	127,928,586	$301,432,285

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Filmways Inc. filed registration statement (SEC File 2-19851) for 48,111 shares of common stock. Of total, 1,800 shares underlie warrants which remain unexercised, and 12,500 will be offered to Haskell Wexler for motion picture and allied rights to Evelyn Waugh novel "The Loved One." Remaining shares, including 10,811 which underlie unexercised portion of option granted to Arthur S. Laundon at $4.997, and 23,000 shares outstanding, may be offered for public sale on ASE until March 1963. Company produces TV commercials, TV films, motion pictures. There are 568,654 common shares outstanding. Chmn. Martin Ransohoff owns 19.3%, management officials as a group 27.2%. Rodney Erickson is pres.

MGM earnings in the fiscal year ending Aug. 31 will lag behind the $12.6 million ($5.02) posted in preceding year, Pres. Joseph R. Vogel told annual meeting. However, he termed outlook "very rosy," noted that release of post-1948 films to TV was beginning to provide additional revenue. Commenting on Metro-Kalvar Inc., MGM's joint venture with Kalvar Corp. on a heat process for developing film without darkroom & chemicals, Vogel said research is proceeding to determine if Kalvar film can be adapted on a commercial basis for TV & movie film.

Mergers & acquisitions: Oak Mfg., Crystal Lake, Ill. components manufacturer, has purchased for cash **Delta-f Inc.**, Geneva, Ill. maker of frequency control systems. Delta-f will be operated as subsidiary of Oak's subsidiary McCoy Electronics Co. • **Ling-Temco-Vought** has sold its Dishwasher Div. to newly-formed **LT Industrial Inc.**, Independence, Kan. because "our future plans in the fields of aerospace, communications, electronics and certain commercial & industrial products were not entirely compatible with the dishwasher program."

TV-Electronics Fund's total net assets increased to $439,798,909 at the close of fiscal-1962's first quarter, ended Jan. 31, from $388,191,179 a year earlier. Net assets per share increased to $8.56 from $8.05. Outstanding shares climbed to a record 51,378,397 from 48,227,691 on Jan. 31, 1961. At quarter's close, 92.5% of the Fund's investments were in electronics, nucleonics, aerospace and allied fields, compared with 83.6% a year earlier.

RCA'S RECORD YEAR: For first time in RCA's 42-year history, sales exceeded $1½ billion in 1961, Chmn. David Sarnoff & Pres. Dr. Elmer Engstrom notified 167,000 stockholders via annual report last week. Sales totaled $1.546 billion, up from $1.495 billion in preceding year (see financial table). Profits increased to $35.5 million from $35.1 million.

Sales to commercial customers accounted for $584,202,000 or 38% of total, down from 39% in 1960. Defense business totaled $582,012,000 or 38%, up from 1960's 37%. NBC's TV & radio operations produced $340,691,000 or 22% of total revenues to slightly improve 1960's performance. Another $35,225,000, or 2%, was chipped in by RCA Communication's radio-telegraph operations, which also accounted for 2% of 1960's total gross income.

RCA's executives forecast "increased profits" for 1962, based their optimism on continued sales increases & cost reductions, profit gains by color TV, loss reductions by data processing operation.

Reviewing 1961, Chmn., Sarnoff & Pres. Engstrom noted these highlights: Consumer products produced their most profitable year since 1955. Color TV profits doubled over 1960. NBC scored highest earnings in its 35-year history. Deliveries of data processing equipment were 2½ times greater than in preceding 12 months. RCA moved into 10th place among all Defense Dept. industrial prime contractors.

Color TV received prominent mention in RCA's annual report. Crediting it with providing "one of the year's outstanding industrial success stories," Sarnoff & Engstrom informed stockholders: "Since its commercial birth in 1954, color has endured more than its share of obstruction & opposition. But our firm conviction & persistence have led it over the last 7 years to the achievement of major industrial status. Its over-all industry volume is expected to reach $200 million in 1962."

They cited color TV as one of 3 basic movements which are shaping RCA's 1962 earnings picture, forecast its emergence as a profit contributor of such proportions "that our investment in color already appears to be one of the soundest this company has ever made."

The other 2 factors shaping 1962 performance: growth & increased profitability of RCA's established businesses; reduction of data processing costs and growth of that business into "a major RCA activity that promises substantial profit."

"We expect our gross rental & sales income from all aspects of data processing to exceed $200 million in 1962," they said, but noted that "the day when our commercial computer operation produces a profit is still ahead." RCA has already spent some $100 million on data processing, but "we incurred our peak losses in 1961 and we anticipate a reduction of approximately 50% in 1962 costs." Sarnoff & Engstrom also said "we expect the costs in 1963 to be reduced in half again, and we hope to start realizing a profit in this new field within 2 or 3 years from now." They noted RCA's data processing sales agreements with England's International Computers & Tabulators Ltd., France's Compagnie des Machines Bull and Japan's Hitachi Ltd., forecast they would result in export sales of "between $50 million & $100 million over the next 3 years."

RCA closed out 1961 with total current assets of $618,004,000, including $89,241,000 cash, compared with $513,070,000 ($62,638,000 cash) a year earlier. Current liabilities totaled $245,624,000, vs. $217,865,000 at close of 1960. RCA's investments, including $21.6 million in Whirlpool Corp. stock, increased to $66,930,000 from $61,079,000 in 1960. Plants & equipment were valued at $257,332,000 vs. $239,539,000. Total RCA assets at year's end added up to $943,702,000—up sharply from $815,503,000 at 1960's close.

GE Posts 21% Profit Gain: GE's annual report brought good news to its more than 450,000 shareholders last week. Total 1961 sales rose 6% over 1960 to record $4.456 billion (see financial table). Earnings jumped 21% to $242 million, although 14% off record pace set in 1959.

Consumer products accounted for 24% of record sales volume, duplicating 1960's pace. Defense sales amounted to 25% of total, vs. 22% in 1960; industrial components & materials 27%, down from 29%; heavy capital goods 24%, down from 25%.

GE's international business also rose to record levels. Although no figures were disclosed, export sales of International Division soared 43% over 1960's level. Canadian GE boosted sales 5% to $215 million.

Commenting on "sharp" increase in defense business, Chmn. Ralph J. Cordiner said it was "a factor in tending to limit the year's improvement in the ratio of earnings to sales." He emphasized that earning rates on defense sales are low by comparison with those in commercial activities.

Although Cordiner emphasized that "consumer electronics had a year of substantial progress in 1961 as a result of engineering & research, design innovation and product specialization," he noted that GE's over-all 1961 results were achieved despite the "depressing effect of abnormally low prices for most of the company's products." He said that "average prices on producer goods, as an example, were down to 1956 levels, and on consumer goods to 1953 levels." He attributed price squeeze in part to "constant pressure exerted on price levels by foreign producers with substantially lower wages & salary costs as well as significant tax & depreciation advantages."

GE also notified stockholders that the annual meeting will be held April 25 in the State Armory, Schenectady.

Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
Amphenol-Borg	Q	$0.20	Mar. 30	Mar. 16
Arvin Industries	Q	.25	Mar. 31	Mar. 6
Bendix	Q	.60	Mar. 31	Mar. 10
Clevite	Q	.35	Mar. 27	Mar. 12
EMI Ltd.	—	5%	Mar. 31	Feb. 28
Globe-Union	Q	.30	Mar. 16	Mar. 9
MGM	Q	.50	Apr. 16	Mar. 16
Trans-Lux	Q	.10	Apr. 2	Mar. 9
Wells-Gardner	Q	.30	Mar. 15	Mar. 8
Rollins Bcstg.	Q	.08	Apr. 25	Mar. 26
Sangamo Elec.	Q	.18¾	Apr. 10	Mar. 10
Times-Mirror	Q	.12½	Mar. 26	Mar. 9

New French liner "France" has Phillips-installed TV system with connections in cabins & public rooms for 450 TV sets capable of receiving either French, European or U.S. TV standards. Ship has complete studio for closed-circuit programming, including movies.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Adler Electronics	1961—26 wks. to Dec. 31	$ 4,700,000[1]	———	$ 121,000[1]	$0.18	670,504
	1960—24 wks. to Dec. 17	3,350,000	———	43,000	.06	670,504
Admiral	1961—year to Dec. 31[2]	192,100,000	———	2,900,000	1.21	2,415,636
	1960—year to Dec. 31	187,865,196	———	(1,700,000)	———	2,407,136
Ampex	1962—9 mo. to Jan. 31	58,808,000	———	1,311,000	.17	7,785,707[8]
	1961—9 mo. to Jan. 31	53,073,000	———	(1,303,000)	———	7,785,707[8]
	1962—qtr. to Jan. 31	22,328,000	———	819,000	.11	7,277,570
	1961—qtr. to Jan. 31	17,327,000	———	(1,762,000)	———	7,785,707[8]
Amphenol-Borg Electronics	1961—year to Dec. 31	73,204,641	$ 1,312,299	623,299	.45	1,388,677
	1960—year to Dec. 31	67,804,593	4,355,980	2,185,530	1.60	1,368,427
Andrea Radio	1961—year to Dec. 31	6,769,547	725,918	360,245	1.44	250,952[9]
	1960—year to Dec. 31	7,423,316	621,201	314,761	1.26	250,700
	1961—qtr. to Dec. 31	2,145,575	333,148	160,463	.64	251,036
	1960—qtr. to Dec. 31	2,014,478	230,658	112,755	.45	250,700
Arvin Industries	1961—year to Dec. 31[3]	73,701,000	5,032,000	2,432,000	2.06	1,178,917
	1960—year to Dec. 31	68,302,000	2,902,000	1,406,000	1.19	1,178,917
Boston Herald-Traveler Corp.	1961—year to Dec. 31	34,706,976	———	1,657,658	3.68	449,901
	1960—year to Dec. 31	33,707,496	———	1,152,659	2.69	427,931
CTS Corp.	1961—year to Dec. 31	21,468,189	3,813,134	1,822,734	1.26	1,447,003
	1960—year to Dec. 31	20,047,758	3,249,381	1,649,881	1.20	1,372,153
Cowles Magazines & Bcstg.	1961—year to Dec. 31	———	———	2,221,281	.94	———
	1960—year to Dec. 31	———	———	1,697,139	.74	———
Crowell-Collier	1961—year to Dec. 31	71,208,699	———	4,117,643	1.34	3,080,204
	1960—year to Dec. 31	64,368,399	———	3,949,889	1.30[9]	3,038,111[9]
Emerson Radio	1962—12 wks. to Feb. 3	———	———	679,507	.30	2,278,405
	1961—12 wks. to Feb. 3	———	———	126,524	.06	2,191,872
Espey Mfg. & Electronics	1961—6 mo. to Dec. 31	2,355,310	———	102,052	.38	270,721
	1960—6 mo. to Dec. 31	2,464,977	———	96,689	.36	270,721
GE Story on p. 11	1961—year to Dec. 31	4,456,815,169[1]	———	242,078,957	2.72	88,860,183
	1960—year to Dec. 31	4,197,535,440	———	200,071,710	2.26	88,332,778
Globe-Union	1961—year to Dec. 31	62,518,783	———	2,592,505	3.00	864,451
	1960—year to Dec. 31	60,677,064	———	1,774,593	2.05	851,714
Lab for Electronics	1962—9 mo. to Jan. 26	44,350,000	———	553,000	.43	1,298,100
	1961[4]	———	———	———	———	———
Philips Electronics & Phormoceuticol	1961—9 mo. to Sept. 30[10]	27,708,400	———	627,875	.31	1,998,274
	1960[11]	———	———	———	———	———
Polorod Electronics	1961—6 mo. to Dec. 31	4,487,223	(2,468,972)	(1,291,972)[5]	———	1,403,517
	1960—6 mo. to Dec. 31	6,204,676	31,223	26,773	.02[6]	1,325,692
RCA Story on p. 11	1961—year to Dec. 31	1,545,912,000[1]	64,911,000	35,511,000	1.95[6]	16,903,461
	1960—year to Dec. 31	1,494,896,000	66,917,000	35,117,000	2.10[6]	16,537,220
	1961—qtr. to Dec. 31[7]	455,812,000	———	11,723,000	———	16,903,461
	1960—qtr. to Dec. 31	433,896,000	———	10,988,000	———	16,537,220
Screen Gems	1961—6 mo. to Dec. 30	22,803,213	2,744,741	1,372,727	.54	2,538,400
	1960—6 mo. to Dec. 31	23,512,281	2,070,020	972,592	.38	2,538,400
Seeburg	1962—qtr. to Jan. 31	11,728,923[1]	452,530	372,530	.19	1,964,802
	1961—qtr. to Jan. 31	7,080,605	229,866	148,573	.09	1,404,276
Stondord Kollsmon	1961—year to Dec. 31	104,289,860	———	3,183,966	1.48	2,086,891
	1960—year to Dec. 31	95,568,805	———	3,459,992	1.61	2,006,213
Storer Bcstg.	1961—year to Dec. 31	———	9,848,334	4,453,682	1.80	2,473,917
	1960—year to Dec. 31	———	10,236,202	5,062,668	2.05	2,474,750
	1961—qtr. to Dec. 31	———	———	1,718,597	.70	2,473,917
	1960—qtr. to Dec. 31	———	———	1,508,657	.61	2,474,750
Thompson Romo Wooldridge	1961—year to Dec. 31	409,077,000	12,668,206	6,459,206	1.88[6]	3,346,969
	1960—year to Dec. 31	420,421,158	20,946,555	10,176,555	3.13[6]	3,152,605
Trov-Ler Rodio	1962—9 mo. to Jan. 31	19,676,000	———	570,000	.59	964,289
	1961—9 mo. to Jan. 31	15,446,000	———	232,000	.24	964,289
	1962—qtr. to Jan. 31	6,825,000	———	210,000	.22	964,289
	1961—qtr. to Jan. 31	4,450,000	———	(1,000)	———	964,289
Westinghouse	1961—year to Dec. 31	1,913,770,000	———	45,446,545	1.23[6]	35,612,003
	1960—year to Dec. 31	1,955,731,183	———	79,057,562	2.22[6]	34,813,842

Notes: [1] Record. [2] Average. [3] Preliminary. [4] Unavailable because of mergers. [5] After $2-million inventory write-downs & $1.2-million tax credit. [6] After preferred dividends. [7] Indicated. [8] Outstanding Jan. 31, 1962. [9] Adjusted to reflect 4% stock dividend in 1961. [10] From American Stock Exchange report. [11] Not available.

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WEEKLY **Television Digest**

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The authoritative service for executives in all branches of the television arts & industries

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COURT AFFIRMS RKO PAY-TV TEST, tells FCC to keep eye on promise vs. performance, sees little danger under Commission supervision (p. 2).

CBS DROPS SUMMER DISCOUNTS in new rate structure announced for fall. There's a new annual discount for alternate-week advertisers, and early-evening time costs more (p. 3).

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FCC WARNS ABOUT DOUBLE BILLING, calls it "reprehensible . . . mail fraud . . . unfair competition" (p. 4).

CATV IN ALLOCATIONS PICTURE—supplying multiple service in both presence and absence of local stations (p. 4).

COMMUNICATIONS SATELLITE INFIGHTING continues in Senate Space Committee as AT&T labels administration plan unworkable, Kefauver calls for space TVA (p. 5).

Consumer Electronics

1961 WAS GOOD YEAR for TV-radio makers. Eight manufacturers with volume principally from home electronic products pushed combined sales to $691.7 million from $659.6 million, increased profits to $20 million from $17.3 million (p. 7).

INVENTORIES HEALTHY in TV-radio, most manufacturers believe, pointing to increase in sales rate, last year's 5-year inventory lows. First 2 months of 1962 saw sales at 6.5-million rate vs. 5.4-million rate in same '61 period (p. 7).

GRANT LEAVES SYLVANIA as civil war between company and parent GT&E claims major victim. Eastern regional sales vp George T. Stewart also quits; Connor, Lyon move up (p. 9).

COLOR TUBE DECISION by Sylvania may come within 30 days, Pres. Beare says in revealing that test production of RCA-type tube has started (p. 9).

BDSA's ELECTRONICS OUTLOOK FOR 1962: Another all-time high predicted by Commerce Dept. Color TV expected to lead upswing in consumer production (p. 10).

ZENITH AT ZENITH, scores record sales & earnings in 1961; sales climb 8% to $274 million, earnings jump 18% to $18 million. Company forecasts record first quarter (p. 11).

ALLOCATIONS 'ACCOMMODATION' NEAR: Long-expected Congress-FCC horsetrade — former adopting all-channel-receiver bill, latter dropping deintermixture plans—was just about wrapped up last week.

It's been clear for many months (Vol. 1:7 p1) that FCC's slim 4-3 vote for deintermixture would melt rapidly if Congress gave Commission all-channel bill. FCC is unanimous for latter, believes that 5-10 years of set replacement with vhf-uhf sets will finally produce for whole nation sufficient potential uhf audience to attract uhf telecasters naturally.

Question was put point-blank to FCC Chmn. Minow during House Commerce Committee hearings on allocation bills: Would Commission put "moratorium" on deintermixture for 5-7 years if all-channel bill were enacted? Minow said moratorium might be "fruitful, promising." However, he said Commission would rather come back in week with written statement of position.

There's no doubt Commission wants to accept the compromise—but it has many touchy legal & policy angles to worry about. Should moratorium be frozen into law—or be a pledge in "legislative history"? What about cases where court's in act—such as Bakersfield Ch. 10 and Springfield-St. Louis Ch. 2? It's going to take some very deft drafting. Congress has plenty time to act without undue FCC interference,

at any rate, because Commission last week extended time for filing allocations reply comments from March 23 to June 22.

OK—no deintermixture. Then what? Commission will still itch to create 3-channel competition in more major markets. Good guess: Vhf drop-ins, some with very low spacing, in markets previously earmarked for deintermixture to uhf.

ETV demands for huge number of channels (97 vhf, 825 uhf)—though way beyond anything they'll ever get—aren't being kissed off at FCC. There's sentiment there for new rule-making to consider ETV needs. So, if & when uhf becomes truly viable, channels may be scarce where wanted most.

Commerce Committee hearing was like seance of Sen. Pastore's subcommittee recently (Vol. 2:9 p1)—only more so. The very few pro-deintermixture witnesses were snowed under by dozens of Congressmen, governors, judges, mayors, vhf broadcasters. Committee is dead set against deintermixture—no question of it—but a few members are somewhat concerned about all-channel bill, worrying about forcing consumer to buy something he may not need. EIA fought hard, insisting bill not only saddles public with extra cost—but won't even do what it's supposed to, i.e., make uhf work. But even EIA has trouble with its members. Big TV producers RCA & Zenith go for bill—and GE joined last week, filing statement with Committee, favoring bill.

All eyes are on FCC now, waiting to see what kind of "accommodation" it develops.

HOUSE BUYS ETV AID BILL, PRIVATE GROUPS OUT: House finally passed $25.5 million Roberts ETV bill (HR-132), but surprise amendment by Rep. Griffin (R-Mich.), excluding grants to private nonprofit groups, slipped through on 69-66 vote. However, Senate-House conference to produce compromise between Senate-passed Magnuson (S-205) and Roberts bills is expected to prune Griffin amendment, come up with measure much like original Roberts proposal.

Amended Roberts bill passed by 337-68 vote, would give $25 million for ETV facilities (buildings excluded), states to match federal funds, plus $520,000 for state surveys (up to $10,000 per state). Magnuson bill would give each state & D.C. up to $1 million each, no matching funds necessary.

In floor debate on Roberts bill, Griffin expressed concern over provision which would include "non-profit community educational TV organizations" among groups eligible for federal funds, along with school systems and other public agencies. Amended bill now limits participation in program to ETV controlled by (1) state public education authorities, (2) official state ETV agencies, (3) publicly-supported colleges and universities. Griffin said he feared retention of non-profit group provision would make groups such as labor organizations or chambers of commerce eligible for aid.

Unsuccessful opposition to Griffin amendment was led by Rep. Harris (D-Ark.), chmn. of Commerce Committee. He warned that it would disqualify ETV groups operating throughout country, including those in cities such as Washington, San Francisco, Jacksonville, Chicago, Boston, Detroit, Cincinnati, Pittsburgh, Memphis. "The very organizations that must be given the credit for the miserly progress that we have made in this field now would be the very ones that would be disqualified," he stated.

National Assn. of Educational Bcstrs. Pres. William Harley was concerned about amendment, said it would freeze out "some of the strongest groups now operating." He gave this progress report on ETV development: 62 stations on air; 22 in "advanced stages" of planning; 24 with plans underway; 4 state networks in operation (Ala., Okla., Fla., N.C.); 2 regional networks in process of being organized, in New England (Vt., Me., Mass., N.H., Conn., N.Y., Eastern Pa.) and in the midwest (N.D., S.D., Iowa, Wis., Minn., Neb.); 25 states either with state ETV development agencies established or being planned. Harley said he expects 20-30 more stations on air by July 1963.

COURT AFFIRMS RKO PAY-TV TEST: FCC's authority to grant a pay-TV test was upheld by Court of Appeals last week, in a ruling rejecting theater owners' challenge of RKO General's proposed 3-year test in Hartford.

That surprised no one. Unexpected, however, was Court's stress on FCC power to require broadcasters, in general, to match programming promises with performance. Last paragraph of 7-page unanimous decision by Judges Edgerton, Bastian & Burger (written by Burger) is worth quoting in full:

"The Commission has declared its determination to oversee carefully the form which programming takes under the subscription system. Surely its power to see that this area of the public domain is used in the public interest is not less for 'paid' television than for the existing system of so-called 'free' television. While it is reasonable not to require the licensee to commit itself now to definite named programs until the wishes of the subscribers have been more completely sounded, and the potential sources of program material more fully explored, nevertheless it seems to us imperative that the licensee be held to adhere faithfully to the high standard of programming which it has promised. To say the Commission cannot exercise supervision to that end would denude the experiment of its creative potentialities and dilute the Commission's power to make a final appraisal when the experiment is completed."

It may be assumed theater owners enjoy that statement—even though Court gave test green light—and may be counted on to needle RKO pay-TV programming from time to time. Meanwhile, they'll probably try a Supreme Court appeal.

Affirming FCC's decision, Court stated: "We think it not reasonable to assume that the worst will happen and that the public convenience, interest or necessity will be so undermined by such a trial as to require us now, at this stage, to invalidate the WHCT license. . . . It seems to us that unless the future of television is to be confined to its present state the Commission must be reasonably allowed opportunity to experiment. . . . We cannot assume the Commission will abdicate its powers or fail to keep this important experiment under close and constant scrutiny."

RKO & Zenith spokesmen hailed decision, said Hartford start will be made in June, some of programs to be announced within 3-4 weeks. TelePrompTer called Court action "an important step toward broadening the scope of TV."

Another pay-TV proponent, Teleglobe's Sol Sagall, seized Court decision to announce that its franchise holder, Macfadden Publications (Bartell interests), and KTVR Denver will ask FCC for test authority this month. KTVR was bought recently by CATV enterpreneur & broker Bill Daniels.

Sagall gave few details, said they'll be spelled out in application. He said that start could be made "a few months" after FCC approval, that operations will be "on a modest basis—similar to Hartford," that it will cost less per home than Hartford. Teleglobe system telecasts picture, feeds subscriber audio via wire.

CBS DROPS SUMMER DISCOUNTS: New CBS-TV rate structure, effective Sept. 2, 1962, marks end to that network's noble experiment of trying to promote summertime use of TV among seasonal advertisers through attractive discounts. Details of revised rates were sent to advertisers & agencies—usual 6-month notice of network rate change—in letter from newly-promoted senior sales vp William H. Hylan.

In place of "seasonal" discount there is now revised annual discount "to simplify the purchase of time." Realistically, it is designed to attract alternate-week advertisers, who now greatly outnumber full-sponsorship clients in nighttime TV. New revision slices as much as 10% from time costs of client whose campaign is scheduled for "26 consecutive fortnights" (i.e., year-long schedule of alternate weeks). Client must, however, have "two or more sponsorships within each fortnight" to receive maximum discount. New rates have no effect on station payments.

Significant change also occurs in time costs during Class A nighttime periods, reflecting current trends in set usage. Discounts have been decreased (in CBS's favor) nearly 4% in the 6-7:30 p.m. period, increased slightly (in favor of advertisers) in the 7:30-8:30, 9-10:30 and 10:30-11 p.m. periods. Discounts remain same in other nighttime segments. Under this setup, early-evening time now costs CBS clients slightly more, several later-evening periods now cost slightly less. There have been "no complaints" from advertisers affected by the rate increases, CBS told us.

Rate structures of ABC and NBC are virtually unchanged from last year, with no immediate revisions in sight. ABC's last rate card was issued April 1, 1961, rates going into effect last fall. Currently, ABC expects to decide in about a month whether there will be rate changes for fall 1962, network sources said. NBC issued new discount schedule Feb. 15, 1962 but the changes are considered "very minor" by NBC sales officials. NBC, incidentally, maintains special summer discount of 40%-off for weekly sponsorship during June 10-Sept. 8 period, with 20% discount for alternate-week advertisers.

HUBBELL'S HOMECOMING: Significance of return to CBS of Hubbell Robinson Jr. as senior program vp, after 3-year hiatus as independent producer, is being viewed in network circles as part of all-out effort on CBS-TV's part to recapture lost leadership glories in program ratings & billings. Just what offer CBS made to Robinson (whose old salary was $75,000 a year) isn't known, but it's safe to assume it's bigger & better.

CBS has slipped noticeably since Robinson's departure in mid-1959 (Vol. 15:22 p2 et seq.). In February 1959, at the height of the last program season planned by Robinson and his executive staff (most of whom quit CBS in Robinson's wake), CBS-TV nighttime Nielsen average was 15% larger than NBC-TV, and 25% ahead of ABC-TV. In February 1962, CBS was 1% behind NBC, and NBC was 14% ahead of ABC. CBS's lead over NBC in annual gross billings has been cut from more than $30 million in 1959 to a 1961 spread of only $3 million. By all indications, CBS's highest brass hopes Robinson's program touch will end gradual rating decline and restore bounce to billings.

Several key questions are raised by Robinson's return to CBS, where he served as a top program official from 1947 to 1959: Will Oscar Katz, ex-research dir. who now heads CBS's program dept. as a vp, be shifted back to a research job? Is CBS-TV Pres. James T. Aubrey, with whom Robinson is known not to have seen eye-to-eye, moving "upstairs" to new post? Is Frank Shakespeare, fast-rising former gen. mgr. of N.Y.'s WCBS-TV, headed for presidency of CBS-TV? Will there be a revision of CBS's planned 1962-63 program schedule to favor strong dramatic anthologies in tradition of the Robinson-sparked "Playhouse 90"? What will be fate of Robinson's 2 current network shows—87th Precinct and Thriller—both on NBC-TV? You could get variety of speculative answers to these questions in N.Y. late last week, but nothing definite.

FCC WARNS ABOUT DOUBLE BILLING: FCC came out publicly last week with problem it has been fretting about for some time—double billing—as reported in these pages (Vol. 2:3 p1).

Commission isn't out to make horrible example of some poor sucker. Rather, hearing that practice is rather widespread, it hopes industry will clean it up and get it out of way without formal proceedings.

Double billing is practice of an advertising medium of giving local advertiser 2 bills—one at lower rate, other at higher. Local advertiser, whose supplier has agreed to foot part of bill (co-op ads), sends high bill to supplier, pays low bill, pockets difference.

Practice is ancient, long known in newspapers. It's estimated to run as much as 20% of all national advertising. FCC's announcement said it had received complaints, termed practice "reprehensible in itself" in addition to being mail fraud and unfair competition.

FCC sources say they hear that local advertisers sometimes bill suppliers without even placing ads or spots. NAB constantly warns broadcasters against practice, recently sent members bulletin on it.

CATV IN ALLOCATIONS PICTURE: One aspect of TV allocations conflict has received almost no attention yet—but it's beginning to pop up regularly: community antenna systems.

One staunch deintermixture advocate at FCC, dismayed at diminishing prospects of that program, put it to us this way: "If we don't increase station competition in these cities, CATV will move in. Without deintermixture, uhfs will go under in cities with one vhf. Then watch the CATVs come in with 6, 8, 10, 12 signals. And then watch vhfers cry about 'unfair competition.' "

Regardless of deintermixture's future, however, CATVs continue to work on larger & larger cities. CATV started out by bringing service where none existed. Then, systems began moving into one-station markets. Now, however, you find a Bing Crosby seeking to crack Bakersfield with CATV—and city has 3 stations. In Salinas, Cal., with one station—where FCC advised city manager to hold tight rein on CATV (Vol. 2:9 p5)—applicants for CATV franchise now number 7. These include KSBW-TV's John C. Cohan, who decided to get into swim because city referendum showed heavy interest in more signals, via CATV.

Obviously, limit to public demand for more TV signals is yet to be reached.

———■———

U.S. space chief James E. Webb is added as luncheon speaker at NAB Chicago convention, addressing April 4 meeting. NAB Pres. Collins speaks at April 2 luncheon, FCC Chmn. Minow April 3.

CURRENT CAPSULES

Satellite ownership-operation policy dispute (Vol. 2:10 p4) continued before Senate Space Committee last week—principals still pulling several directions:

AT&T criticized administration proposal for broad public ownership of system as unwieldy and unworkable, said ownership should be limited to the 10 U.S. companies currently in overseas communications business. ITT agreed generally, added govt. might have to pitch in—as partner or with subsidies—to help defray enormous expenses. AT&T vp James E. Dingman testified company was prepared to invest $65 million in system, additional money in ground stations.

Administration pressed for broad private ownership of system, called AT&T's position "inconsistent" in arguing for limited ownership when company has 2 million stockholders. National Space Council Exec. Secy. E. C. Welsh reiterated Kennedy position calling for ownership by anyone who could put up $1,000 per share.

Sen. Estes Kefauver (D-Tenn.), Chmn. of Sen. Antimonopoly Subcommittee, charged AT&T would dominate privately-owned system, called for outright govt. ownership—a sort of space Tennessee Valley Authority.

Space committee leans toward AT&T position. Committee Chmn. Kerr (D-Okla.) has introduced bill to limit ownership to common carriers, has backing of FCC and Communications Workers of America.

———■———

Supreme Court refused to review Chicago circuit court decision that sale of TV time to advertiser is not subject to anti-trust action under provisions of Clayton Act. Appeal was made by Amana Refrigeration Inc. which claimed CBS violated act by discrimination in network time sales, "must-buy" policies, and tie-in sales, requiring buyer to purchase programs in which network has financial interest. Circuit Court dismissed Amana complaint with finding that TV time isn't "commodity" as used in Clayton Act.

———■———

Kennedy-Khrushchev TV speech exchange, scheduled March 25, has been postponed because of lack of "right atmosphere" at present, White House announced. Presidential News Secy. Salinger said plans for exchange of filmed addresses to be shown simultaneously in both countries have been put off "until later this year," by mutual agreement.

Personals

Dr. Frank Stanton, CBS pres., awarded Radio & TV Executives Society 1962 gold medal for outstanding achievement in broadcasting . . . **John Rich** re-accredited by French Information Ministry as NBC Paris news bureau chief; **Bernard Frizell**, acting chief, becomes Paris-based roving European correspondent.

Edwin T. **Jameson**, ex-ABC-TV national sales vp & gen. sales mgr., named general executive with Time-Life Broadcast . . . **Paul D. Carter** named WNBF-TV-AM-FM Binghamton executive program dir.; **Edward Giller** promoted to program mgr., a new post.

Joseph Herold resigns as KBTV Denver vp & gen. mgr. to become gen. mgr., Hawaiian Bcstg. System, Honolulu . . . **Ralph Hansen**, ex-WJW-TV Cleveland program mgr. named KTVI St. Louis vp & program mgr.

W. W. Warren promoted to KOMO-TV & KOMO Seattle pres. & gen. mgr . . . **Bob Martin**, ex-KPHO-TV Phoenix, named Ariz. Bcstg. Network TV programming, operations and promotion dir.

Glenn flight color film will be released by NASA for TV and theater showings. The 32-min. film includes vivid coverage of astronaut before, during and after flight.

Columbia U. School of International Affairs will present series of 100 half-hour current event news analyses over Metropolitan Bcstg. Co.'s 6 TV stations (WNEW-TV N.Y., WTTG Washington, KOVR Stockton-Sacramento, WTVH Peoria, KMBC-TV Kansas City, WTVP Decatur, Ill.). Series will begin March 26, broadcast daily at 7:30 a.m., with preview program scheduled on WNEW-TV at 8:30 p.m., March 25. WTTG will carry lectures twice each morning, at 7:30 & 8 a.m. Program will explore trouble spots such as Algeria, Berlin, Congo, Cuba, other subjects including UN, arms control, U.S. common market policy. Metropolitan's international shortwave radio WRUL N.Y. also will carry shows. Network exec. vp Bennett Korn said Metropolitan will finance 100-program series with some assistance from Columbia Associates.

Impact of ABC-TV's new children's program *Discovery* will be evaluated through 10 research grants ranging from $1,000 to $2,000 to be awarded by ABC to advanced degree candidates at major universities. Series begins Oct. 1, will be televised daily 4:30-4:50 p.m. Committee of 3 university professors will be named to evaluate suggested research projects and work with researchers.

Canada's CTV Television Network appoints Weed U.S. rep.

Latest TV-home figures: Census Bureau has released statistics on TV sets in homes in standard metropolitan areas in Connecticut, Massachusetts, Oklahoma, Oregon and Rhode Island. In addition, figures for following states were issued: Florida, Maryland, Ohio, Washington:

Area	Occupied Homes	One-Set Homes	Multiple-Set Homes	No Set
Connecticut				
Bridgeport	99,753	79,797	13,934	6,022
Hartford	157,097	125,634	17,677	13,760
Meriden	16,709	13,286	1,558	1,265
New Britain	38,609	32,460	3,581	2,568
New Haven	95,487	75,730	11,844	7,913
New London-Groton-Norwich	44,577	37,023	2,420	5,134
Norwalk	28,826	22,257	4,983	1,586
Stamford	52,716	38,612	11,264	2,840
Waterbury	54,239	45,455	5,246	3,538
Massachusetts				
Boston	770,468	585,502	125,230	59,710
Brockton	43,629	36,045	4,595	2,989
Fall River	43,715	37,336	4,271	2,108
Fitchburg-Leominster	24,780	20,455	2,661	1,664
Lawrence-Haverhill	58,655	48,173	7,376	3,106
Lowell	45,258	37,293	5,464	2,501
New Bedford	46,742	39,443	3,917	3,382
Pittsfield	22,246	19,036	1,481	1,729
Springfield-Chicopee-Holyoke	142,861	118,577	12,500	11,784
Worcester	94,680	78,100	10,268	6,312
Oklahoma				
Lawton	22,853	19,368	847	2,638
Oklahoma City	160,421	127,682	15,452	17,287
Tulsa	133,544	106,251	13,082	14,130
Oregon				
Eugene	48,862	39,856	2,488	6,518
Portland	269,184	207,984	28,385	32,745
Rhode Island				
Providence-Pawtucket	247,822	203,120	30,175	14,510
Florida	1,776,961	1,179,711	118,949	251,701
Maryland	934,552	648,583	141,463	72,927
Ohio	3,041,151	2,246,137	386,026	220,370
Washington	1,009,519	704,054	75,720	114,389

Therapy by TV will be unique experiment of Comeback Inc., national society for social rehabilitation of ill & handicapped. Utilizing experimental WUHF N.Y., group will present weekly half-hour *Comeback Club* aimed at specially selected handicapped viewers, whose response will be studied. Uhf converters have been installed in 125 nursing homes & rehabilitation centers for the program, which begins March 15 and will utilize handicapped persons as well as therapists & physicians to teach patients to increase their range of activity.

Protest against NBC-TV special "The Land," scheduled to be telecast March 13, has been lodged by Rep. Avery (R-Kan.), who charged script "manifests a negative picture of the farm and small town activity in Kansas." Westinghouse-sponsored show will be narrated by Chet Huntley. Network had no comment.

KFBB-TV Great Falls, Mont. has been purchased by Harriscope TV Properties Inc., Los Angeles, from KFBB Bcstg. Corp. for $850,000. Harriscope also owns KTWO-TV & radio KTWO Casper, Wyo. and radio KLFM(FM) Long Beach, Cal. Burt I. Harris is pres. Blackburn & Co. was broker.

Solicitors of funds on TV-radio programs would be required to submit report to Attorney General under bill (HR-10562) introduced by Rep. Moulder (D-Mo.). Reports would include name and address of solicitor, transcript of broadcast, amount of donations, purposes.

WXTV (Ch. 45) Youngstown has left air. Owners face hearing on FCC charges of misrepresentation.

Quality Stabilization Act designed to prevent distributors from endangering reputation or good will of manufacturers through unfair or deceptive sales practices, has been introduced (S.J. Res. 159) by Sen. Humphrey (D-Minn.) and 7 other Senators. Bill was also reintroduced in House (HR-10335) by Rep. Madden (D-Ind.) who sponsored identical measure in Jan. 1961. Bill would allow producer to revoke distributor's rights to use his brand name or trade mark if latter engaged in misrepresentation, "bait" advertising, or sale at other than established price. It would also grant trade mark owner injunctive relief if offender continued practices.

Midwest airborne TV program received overwhelming accolade from teachers, according to survey of 1,000 teachers made at conclusion of first semester of activity. Results of poll: 94% rated TV teachers' methods "good" or "excellent," 96% thought lesson material "important" or "very important," 97% found use of visuals "fairly effective" or "very effective." Airborne program reaches 2,000 schools enrolling million students in parts of Ill., Ind., Ky., Mich., Ohio, Wis., is capable of covering 15,000 schools with 7 million students. MPATI also has published handbook, *School Evaluations of MPATI*: 1961-62, which has been sent to principals of 2,000 midwest schools.

National instructional TV library has been established by National Educational TV & Radio Center with $240,000 grant from U.S. Office of Education. Library will handle exchange of televised instructional courses among ETV stations and schools throughout country, operating for 3-year period under 1-year grants. HQ will be in N.Y., under direction of Edwin Cohen, NET program associate for social science programming. During 1962, 2 regional libraries, in Boston and Lincoln, Neb., will operate experimentally, simultaneously but not connected with national.

KTVT Ft. Worth has been bought by WKY TV System Inc., Oklahoma City, from NAFI Telecasting Inc., Oakland, for $800,000 plus assumption of lease with Texas State Network Inc. and other obligations. WKY TV System is owned & operated by Oklahoma Publishing Co., includes WKY-TV & WKY Oklahoma City, WTVT Tampa. R. C. Crisler & Co. was broker.

Sale of radio WNTA & WNTA-FM for $2.5 million from NTA to Bergen Bcstg. Corp. & Bergen F.M. Inc.—both controlled by Communications Industries Corp.—has been approved by FCC.

Italian communications equipment manufacturer Selenia, S.P.A., Rome, has been licensed to produce and sell Adler-designed uhf translators in Europe, Asia and Africa. Initial order has been received from Italy's govt.-operated R.A.I. broadcasting system.

Allocations actions by FCC: Finalized shift of Ch. 17 from Ft. Lauderdale to Miami, reserved it for educational WSEC-TV; substituted Ch. 15 for Ch. 62 in Oneonta, N.Y., deleting Ch. 15 from Rochester and Ch. 29 from Gloversville.

CATV wide-band amplifier, giving all-channel coverage, has been put on market by Jerrold. Called "Super Cascader Amplifier," (Model SCA-213), it provides maximum channel capability on CATV systems with long repeater runs, is based on distributed gain principle.

Ch. 67 CP for Austin, Tex. has been granted to Texas-Longhorn Bcstg. Corp.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

MANUFACTURERS SEE INVENTORIES HEALTHY: Is there serious cause for concern in rising inventories of TV & radio as compared with last year? Absolutely not, says representative cross-section of top marketing men among major manufacturers.

On the contrary, inventories are in respectable area for rising market, they say. Comparison with last year's figures, they point out, is invalid, since 1961 was abnormal year, with inventories at 4-5 year low.

"Last year we were in the middle of a recession period," said one. "Many people feared the industry wouldn't pull out. There was considerable lack of confidence then." During first 2 months of last year, going rate of distributor sales (seasonally adjusted) was about 5.4 million sets. For same 1962 period, rate has been 6.5 million.

"There's absolutely nothing to be concerned about," another top marketer said, putting same comparison this way: Current sales level is about 18% over 1961, while inventories are up some 20%—"and week by week there's definite correlation between increase in sales & increase in production."

Close correlation between production & sales was attributed by one manufacturer to far better—and quicker—sales reporting in most companies throughout industry. "The speed with which we get back our sales reports helps keep production in line, and inventory is much less likely to get out of hand."

One manufacturer said his own company's TV inventory (factory plus distributor) at end of first 8 weeks of this year totaled about 9.5 weeks' supply at going sales rate, virtually unchanged from 9.7 weeks at same time last year. "When you consider that about 6 weeks of this supply is at the distributor level," he told us, "that leaves less than 4 week's supply at the manufacturer level—and I don't think our situation is much different from anyone else's. Dealer inventory figures aren't tabulated, but belief in industry is that retailers are playing it very close to chest, have extremely low stocks."

In radio there's even less concern about inventories, despite appearance of buildup in statistical figures. Three manufacturers pointed out that virtually entire increase in inventories over year-ago is in transistor radio category—and this is where the sales are.

"We have absolutely no fear of overproduction in this field," we were told by Motorola radio & stereo sales mgr. William E. Laswell. "All recent increases have been in this category." Will this rise continue? Laswell believes so—even though total consumer buying rate may not be going up.

He explains it this way: Increases in transistor radio sales by U.S. manufacturers have been almost entirely at expense of Japanese brands. Size of market isn't going up, but U.S. brands' share is rising as American sets become smaller, better, more competitive.

There's no question that TV-radio-stereo market has healthy tone now—not sensational, but healthy. And most manufacturers feel inventories are at proper level.

1961 WAS GOOD YEAR FOR TV-RADIO MAKERS: Year-end reports now in from most volume TV-radio manufacturers show clearly that 1961 was year of solid gains in sales & profits for most—despite fact that TV set sales did not come up to initial expectations.

Combined sales of 8 manufacturers whose volume stems principally from home electronic products totaled $691,722,072—up strongly from their $659,577,793 total in 1960. Their combined profits added up to $20,000,803 after subtracting a $9.5-million loss by one manufacturer. This compares with their 1960 earn-

ings of $17,264,215, after deducting more than $2 million in losses contributed by 2 manufacturers. The 8 manufacturers: Admiral, Andrea, Arvin, Emerson, Pacific Mercury, Packard Bell, Trav-Ler, Zenith.

Similar picture of healthy gains in sales & profits was reflected by 5 giant multiproduct companies in which TV-radio products produce only portion of over-all revenue. GE, GT&E (Sylvania), RCA, Siegler (Olympic) and Westinghouse produced combined sales of $9,201,719,861—up markedly from $8,876,216,586 in 1960. Their aggregate profits totaled $399,016,019, vs. $388,453,137 in preceding year.

Among prime TV-radio manufacturers, 6 of 8 posted 1961-over-1960 sales gains; 7 improved profit picture. Zenith had record year in both sales & earnings (see story p. 11). Admiral came back strong from $1960's $1.7-million loss with a $2.9-million profit. Andrea's sales slipped to $6.7 million from $7.4 million, but earnings increased to $360,245 from $314,761. Emerson posted healthy sales & profit gains in its 1961 fiscal ended Oct. 31 and continued profitable ways into fiscal-1962's first quarter. Profits in Nov.-Dec.-Jan. period soared to $679,507 from $126,524.

Packard Bell fared worst in its 1961 fiscal, but staged strong comeback in 1961's final 3 months. In 12 months to Sept. 30, sales fell to $31.8 million from $44 million. Worse, Packard Bell turned in loss of $9.5 million vs. $207,704 profit in preceding fiscal. In 1961's final quarter, however, sales spurted to $12 million from $8.7 million, earnings soared to $475,144 from loss of $365,969 suffered year earlier.

Two foreign TV-radio producers also showed sizable 1961 gains. Dominion Electrohome Industries, volume Canadian manufacturer, posted record 1961 sales of $16,321,850 vs. $15,175,000 in 1960. Profits gained to $397,981 from $333,104. Japan's Sony Corp., in its 1961 fiscal year to Oct. 31, increased sales to $51 million from $36.8 million, boosted earnings to $2.1 million from $1.9 million.

With only few major TV-radio manufacturers still to be heard from—Motorola, Magnavox, Muntz TV, Wells-Gardner—here's 1961-vs.-1960 performance of 8 volume producers:

	Sales		Earnings	
	1961	1960	1961	1960
Admiral	$ 192,100,000	$ 187,865,196	$ 2,900,000	$ (1,700,000)
Andrea	6,769,547	7,423,316	360,245	314,761
Arvin	73,701,000	68,302,000	2,432,000	1,406,000
Emerson (year to Oct. 31)	70,903,466	63,776,658	1,851,684	1,686,568
(12 wks. to Feb. 3)	—	—	679,507	126,524
Pacific Mercury (6 mo. to Dec. 31)	10,470,711	9,884,711	228,597	130,808
Packard Bell (year to Sept. 30)	31,887,807	44,029,822	(9,511,162)	207,704
(qtr. to Dec. 31)	12,045,554	8,738,350	475,144	(365,969)
Trav-Ler (9 mo. to Jan. 31)	19,676,000	15,446,000	570,000	232,000
Zenith	274,167,987	254,111,740	18,014,788	15,225,819
TOTALS	$ 691,722,072	$ 659,577,793	$ 20,000,803	$ 17,264,215
Here's how 5 multi-product manufacturers fared:				
GE	$4,456,815,169	$4,197,535,440	$242,078,957	$200,071,710
GT&E (Sylvania)	1,227,000,000	1,179,000,000	73,774,000	72,430,000
RCA	1,545,912,000	1,494,896,000	35,511,000	35,117,000
Siegler (Olympic) (6 mo. to Dec. 31)	58,222,602	49,053,963	2,204,517	1,776,865
Westinghouse	1,913,770,000	1,955,731,183	45,446,545	79,057,562
TOTALS	$9,201,719,861	$8,876,216,586	$399,016,019	$388,453,137

Little data is in yet on TV-radio performance of these multi-product companies. However, RCA, which topped $1½ billion in sales for first time in its 42-year history, attributed 38% (or $584,202,000) to commercial customers. This, of course, would include more than TV-radio products, but indicates ratio of consumer to other products & services. GT&E Chmn. Donald C. Power has indicated Sylvania's 1961 earnings at $6 million—down sharply from 1960's $13 million. GE reports that its consumer products, embracing appliances as well as TVs & radios, accounted for 24% of record 1961 sales volume.

GRANT LEAVES SYLVANIA: Civil War between GT&E and subsidiary Sylvania Electric Products claimed major victim last week. Peter J. Grant, Sylvania career executive & pres. of Sylvania Home Electronics Corp. since April 1960, resigned suddenly, effective April 1. No successor has been named, but best bet is Robert J. Theis, former Philco Consumer Products Div. gen. sales mgr. who left company Feb. 1 in wake of Ford takeover (Vol. 2:4 p11).

Grant told us on West Coast last week that his departure from Sylvania after 11 years is "by mutual agreement, and a difficult thing for both of us." He noted his long career with company, pointed out he had created present field sales force and appointed most of current distributors. "There's a lot of personal feeling in leaving," he said, but wouldn't explain resignation other than to say "it's a good thing for both of us." He said he'll be ready to announce plans after April 1. He also scotched any connection between resignation and rumors of Sylvania's departure from TV field. Grant discredited rumors, said there's no indication whatsoever that company plans to drop TV.

Grant's resignation wasn't only move on GT&E-Sylvania battlefront last week. George T. Stewart, Eastern region sales vp, also resigned. Two longtime Sylvania executives were elevated to new posts: Kenneth W. Connor, former district sales mgr. in Washington, D. C., becomes national sales vp, Home Electronics Corp.; George P. Lyon moves up from mktg. administrator to mktg. services vp. The national sales vp post has been unfilled for more than a year. Previous holder was Jacob (Jake) Miller, and before him, Grant, under Robert Shaw who initiated Sylvania "quit parade" in 1960 (Vol. 16:18 p20).

Sylvania's 1959 marriage with GT&E has not proved entirely happy affair for either partner. GT&E officers & stockholders, long conditioned to astronomical sales & profits, have become less & less enchanted with fluctuating fortunes of electronics subsidiary. GT&E's hot breath has warmed things up at Sylvania and was factor undoubtedly in departure of such key executives as Shaw, Marion Pettigrew, Robert Kenoyer, and sales of Argus Camera Div. (story on p. 11) and majority interest in Golden Shield Corp. (Vol. 2:2 p8).

Most astounding & unexplainable has been public flagellation of Sylvania in recent weeks by GT&E Chmn. Donald C. Power (Vol. 2:9 p11). Power has said that GT&E acquired in Sylvania merger executives who were more interested in sales than in profits, that GT&E men were now taking over Sylvania's switchboard.

SYLVANIA COLOR TUBE DECISION SOON: Sylvania is close to decision on whether to resume production of 21-in. round shadow-mask color tube, which it discontinued in 1958. Even as RCA announced that "color has reached the level of a solid, year round business," Sylvania Pres. Gene K. Beare stated Sylvania may make specific color tube announcement within 60 days.

Being careful to emphasize that no decision has yet been made, Beare did state that Sylvania is now conducting trial production runs on RCA-type tubes in its Seneca Falls, N.Y., plant. As to other color-tube approaches, he added: "We are looking at all systems and have not made a decision." Beare was questioned about color tubes at Chicago press conference on Sylvania's sale of its Argus Camera Div. to Mansfield Industries Inc. (see p. 11).

If Sylvania does get back into color tube output, it will mean important 2nd source for color tubes —RCA currently being sole producer and reportedly unable to fill rising demand for color tubes from its Lancaster, Pa., plant. Having been in color tube production previously, Sylvania presumably could retool fairly quickly.

Other companies considering color tube production: Zenith subsidiary Rauland Corp., reported in these pages in January to be pricing production equipment and verging on decision (Vol. 2:4, p7). However, Rauland has estimated it would take 18 months to 2 years to get into production, and last week we were told no decision had yet been made. National Video, as reported here last month, is continuing development of Motorola's 23-in. rectangular color tube in hopes of getting into production toward year's end (Vol. 2:8, p7).

Hailing color as year-round business, meanwhile, RCA gleefully reported last week that Jan.-Feb. color set shipments equaled total deliveries made in first 6 months of 1961, with Feb. business up 119% over year before. This year marked first time RCA continued intensive color TV promotion through first quarter.

BDSA's ELECTRONICS OUTLOOK FOR 1962: Basic increases in electronics output this year, including consumer products, is predicted by Commerce Dept.'s Business & Defense Services Administration.

Consumer products shipments are expected to rise 7% to record $1.9 billion. Total electronics output is predicted at $7.2 billion, up 7%; components value is forecast at $3.7 billion, up 6%.

Color TV is expected to lead upswing in consumer products output, with increases 50-100% over 1961 levels. B&W production is expected to stay at 1961 figure of about $810 million, with probable increase in unit sales, but trend to less-costly sets.

Radio production and sales should rise about 10%, concentrated in auto sets, expected to return to 1960 level of 6.4 million sets valued at $150 million. Output of other radios is seen increasing by 1 million units to 12.5 million total, valued at $215 million. Value increase won't match unit rise, though, because sales are expected to be concentrated in lower-priced models.

Output of phonos and radio-phono combinations should pick up moderately over 1961's pace, with stereo equipment leading way, but dollar volume isn't expected to return to high 1960 levels.

Tube output dropped in value for 3rd consecutive year in 1961, to $850 million, from 1960's $860 million. Semiconductor production rose to $580 million from previous year's $540 million. Output of all other components climbed slightly to $2.12 billion from 1960's $2 billion.

Exports in 1961 soared 30% to $613,031,000 from 1960's $466,462,000; imports shot up 25% from $142,385,000 to $179,268,000.

TV-RADIO PRODUCTION: EIA statistics for week ended March 2 (9th week of 1962):

	Feb. 24-March 2	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	133,426	126,390	104,528	1,159,406	916,321
Total radio	357,327	352,456	269,441	3,161,570	2,473,819
auto radio	134,198	121,117	84,612	1,154,859	779,196

TOPICS & TRENDS

All-channel TV legislation will be principal topic of discussion in consumer product field at EIA's Spring Conference this week at Washington's Statler Hilton Hotel—but EIA isn't expected to change its position of sharp opposition to measure. Among other topics to be discussed by Consumer Products Div. Executive Committee will be full day's EIA program for this summer's Music Industry Trade Show in N.Y. devoted to panel discussions on TV, phono & radio markets. Question of imports may occupy less prominent place than formerly on association's agenda because of wide industry split on issue.

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Numbers game (continued): RCA reports Feb. consumer product volume up 61% from year ago, with black-&-white TV up 45%, phonos up 53%, radios up 26% in unit sales. Motorola reports distributor sales of TVs up 100% in Feb. over year ago. Magnavox reports Jan.-Feb. sales of consumer electronics up 50% over 1961, with total company sales for period $27 million, up 37%. Pres. Frank Freimann predicts first-quarter sales 40-45% above last year.

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Canada's Dominion Electrohome Industries has doubled its hi-fi unit sales in U.S. during first 2 months of 1962 as compared with 1961, reports Home Furnishings Daily. Company, which now has dealerships in 60 American cities, is quoted as aiming at 200-250 U.S. exclusive dealers.

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New stereo starters, according to FCC: WFMV Richmond; WKJF Pittsburgh; WDGO Cleveland; KEYM Santa Maria, Cal.; WOMC Detroit.

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Built-in FM stereo will be included in all TV-radio-phono combinations in new GE 1963 line, to be introduced this summer.

Trade Personals

Michael W. Newell elected Philco vp in charge of purchasing, succeeding **Wilson H. Oelkers**, recently appointed gen. mgr. of Lansdale Div. (Vol. 2:9 p10). Newell had been gen. purchasing agent of Ford's Hardware & Accessories Div.

Douglas L. Hamilton appointed controller of Sylvania Electronic Systems, succeeding **Roy E. Drew**, resigned... **Herman Kornbrodt** named Audio Devices vp & gen. sales mgr., succeeding **Bryce Haynes**, who becomes board member.

Titus Haffa, Webcor chmn., also elected pres. to fill vacancy caused by death of **James E. Archambault** (Vol. 2:10 p9).

Rear Adm. Rawson Bennett (USN, Ret.), Sangamo Electric senior vp, elected a dir.

James J. Ling, chmn. of Ling-Temco-Vought exec. committee, elected vice-chmn., a new post.

S. Dean Wanlass, group vp, Packard-Bell Electronics defense & industrial group, elected Packard-Bell director, succeeding **Lowell R. Day**, retired . . . **James A. Summer** named gen. mgr. of General Mills Electronics Div. and chief executive officer of subsidiary Daven Co., succeeding **Richard A. Wilson**, resigned.

Donald P. Deck named comptroller of ITT Industrial Labs Div., Ft. Wayne . . . **Raymond R. Castiglione** appointed contract policy & counseling mgr., Sylvania Electronic Systems eastern operation, Waltham, Mass.

Robert H. Borders, former asst. to pres. of Hallicrafters, named exec. vp & a dir. of Schaevitz Engineering, Pennsauken, N.J. . . . **Eugene Freeman** appointed chmn.-pres. of Citroen Electronics, Los Angeles, succeeding **I. Jack Berger** who remains with Citroen as exec. vp; Freeman's duties as vp-gen. mgr. of Roberts Electronics, Los Angeles tape recorder manufacturer, absorbed by Pres. Robert G. Metzner.

Harold E. Patterson appointed controller of Sylvania Electronic Systems eastern operation, Waltham, Mass.; **John F. Jewett** named asst. engineering dir.

Obituary

F. Stanley Mockford, 65, former Marconi Wireless Telegraph Co. Ltd. commercial mgr. and aircraft radio pioneer, died March 5. He originated air distress call "Mayday", devised first international phonetic alphabet.

Distributor Notes: **Philco** names Wyatt-Cornick Inc. for Richmond-Norfolk-Tidewater area, succeeding Graybar... **Olympic** names Kane Co., Toledo; Radio Electric Supply Co., Minneapolis; Litteral Distributing Co., Indianapolis, and Appliance Distributors, Tucson... **Emerson** appoints Brooke Distributors Inc., Miami, as Orlando area distributor of its Telectro tape recorders, Granco radios & Quiet Kool air conditioners... **Sylvania** names Gilbert Distributors, Rochester; Taylor Distributing Co., Spokane, and Graybar, Buffalo... **Symphonic** appoints Minsky Bros., Pittsburgh.

ITT has registered with SEC an offering of $50-million sinking fund debentures due April 1, 1987. Proposed sale would be made through underwriting group managed by Kuhn, Loeb & Co.

ZENITH AT ZENITH: Record sales & earnings were racked up by Zenith Radio in 1961, Chmn. Hugh Robertson & Pres. Joseph S. Wright last week notified stockholders in a preliminary report. Sales rose 8% to $274 million from $254 million in 1960, profits jumped 18% to $18 million from $15 million (see financial table). Indicated sales & earnings in 1961's final quarter ran about 22% ahead of year-earlier performance.

New year picked right up where old year left off, they said. Based on Jan.-Feb. sales pattern, they anticipate sales in 1962's first quarter will be highest for any first quarter in Zenith's history.

Reviewing 1961, Robertson & Wright reported that "production & factory shipments of Zenith b&w TV receivers were the highest of any year in the company's history, exceeding one million units for the 3rd consecutive year." They noted that distributor sales to dealers were "also at a record high" during 1961, that Zenith's color TVs & stereo FM radio instruments "were accorded an enthusiastic market reception," that radio receiver production & shipments set record highs "with significant increases attained in the AM/FM & the transistorized portable categories."

Sales of govt. & special products "showed a significant increase for the period," they said, adding: "During the year Zenith & its subsidiary companies further strengthened & accelerated their programs in research & development aimed at further growth & diversification."

Mergers & acquisitions: **Sylvania** has sold its **Argus Cameras** div. to **Mansfield Industries**, Chicago, effective April 29. Mansfield, major maker of photographic equipment, said Argus would operate as a separate organization. Sylvania acquired Argus in 1957. **Erie Resistor** has sold for an undisclosed cash price its **Erie-Pacific Div.**, Hawthorne, Cal., to **El Dorado Electronics** of Berkeley, Cal. Erie-Pacific produces counters, timers and digital control instruments. **Howard W. Sams** has acquired for 26,400 common shares (valued at about $1.2 million) **Implement & Tractor Publications**, Kansas City publishing concern whose magazines include *Broadcast Engineering* and various farm & garden magazines & service manuals. Pres. Howard W. Sams said acquisition will operate as a wholly owned subsidiary, forecast it will increase Sams annual sales by more than $1.1 million, earnings by more than 20¢ a share. **Stewart-Warner** has purchased approximately 20% of the outstanding stock of Thor Power Tool Co., Aurora, Ill. maker of a wide range of electric tools for consumer & industrial use. Transaction involves about 142,000 shares, purchased for approximately $4.3 million.

"Consumer market continues to be the biggest and the most prosperous" of all electronics markets. So said Jerrold Pres. Sidney Harman last week in address to group of Pittsburgh financial analysts. Commenting on Jerrold's orientation towards consumer electronics, (Vol. 2:4 p10), he said company now derives about 75% of its income from consumer fields. For fiscal year ended Feb. 28, 1962, Jerrold's sales increased approximately 40% over the $11.9 million of preceding year, he added.

Andrea will enter color TV in Sept. with 2 or 3 models retailing at about $1,000.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Aerovax	1961—year to Dec. 31	$ 22,307,735	———	$ (606,568)	——	———
	1960—year to Dec. 31	20,521,815	———	121,672	.14	———
American Bosch	1961—year to Dec. 31	133,635,996	———	2,039,238	$1.04[1]	1,902,041
Arma	1960—year to Dec. 31	125,480,543	———	1,038,305	.51[1]	1,885,254
Electronic	1961—year to Dec. 31	18,684,130	———	1,111,886	1.26	759,675
Associates	1960—year to Dec. 31	15,104,695	———	827,768	1.04	722,665
Electronics	1961—year to Dec. 31	7,544,277	———	256,577	.31[1]	749,495
Corp. of America	1960—year to Dec. 31	6,549,547	———	217,449	.25[1]	744,863
Emertron	1962—13 wks. to Feb. 3	———	———	193,950	.08	2,316,044
	1961—13 wks. to Feb. 3	———	———	(229,269)	——	2,316,044
Fairchild	1961—year to Dec. 31	92,254,000[2]	———	5,252,000[2, 3]	2.10[7]	2,498,272
Camera &	1960—year to Dec. 31	67,940,000	———	3,755,000[4]	1.50[7]	1,222,168
Instrument	1961—qtr. to Dec. 31	24,993,000	———	1,500,000[5]	.60[7]	2,498,272
	1960—qtr. to Dec. 31	18,472,000	———	837,000[6]	.34[7]	1,222,168
Hazeltine	1961—year to Dec. 31	41,450,835	$ 3,235,078	1,568,078	1.00	1,568,029
	1960—year to Dec. 31	67,177,934	5,221,466	2,586,466	1.65	1,568,029
Litton	1962—6 mo. to Jan. 31	168,461,000	———	7,446,000	1.54	4,815,000
Industries	1961—6 mo. to Jan. 31	108,202,000	———	4,448,000	1.00	4,373,850
Metramedia	1961—year to Dec. 31	48,653,186	———	1,164,267	.68	1,707,057
	1960—year to Dec. 31	42,598,179	———	1,603,255	.94	1,699,137
	1961—qtr. to Dec. 31	14,110,634	———	837,067	.49	1,707,057
	1960—qtr. to Dec. 31	12,295,003	———	587,687	.35	1,699,137
Minnesota	1961—year to Dec. 31	608,230,326[2]	143,314,576	74,914,576[2]	1.46	51,947,348
Mining & Mfg.	1960—year to Dec. 31	549,675,178	135,292,374	70,692,374	1.38	51,569,737
National Co.	1961—year to Dec. 31	6,127,915	(391,917)	(311,917)[14]	——	804,427
	1960—year to Dec. 31	10,999,491	614,288	327,288	.39[1]	785,806
Pacific	1961—6 mo. to Dec. 31	10,470,711	———	228,597	.33	———
Mercury	1960—6 mo. to Dec. 31	9,884,711	———	241,724[8]	.34[8]	———
Reeves Sound-	1961—year to Dec. 31	6,520,690	———	949,501[9]	——	———
craft	1960—year to Dec. 31	5,896,485	———	980,853[10]	——	———
Rollins Bcstg.	1962—9 mo. to Jan. 31	4,661,990	687,805	356,186	.37	955,183
	1961—9 mo. to Jan. 31	3,141,479	603,294	309,400	.34[15]	916,952[15]
Technicolor	1961—52 wks. to Dec. 31	55,026,550	———	1,479,648[11]	.57	2,623,218
	1960—53 wks. to Dec. 31	28,458,945	———	345,943	.16	2,211,679
Texas Instruments	1961—year to Dec. 31	233,223,325	19,892,199	9,446,386	2.36[1]	3,944,575
	1960—year to Dec. 31	232,713,153	29,435,169	15,488,209	3.91[1]	3,924,740
Wometco Enter-	1961—year to Dec. 31	———	———	1,353,255	1.34	1,006,757
prises	1960—year to Dec. 31	———	———	1,013,429	1.01	89[illegible]
Zenith	1961—year to Dec. 31	274,167,987	———	18,014,788	1.99	9,0[illegible]
Story on p. 11	1960—year to Dec. 31	254,111,740	———	15,225,819	1.70[12]	8,9[illegible]
	1961—qtr. to Dec. 31[13]	86,383,586	———	8,088,065	——	9,031,
	1960—qtr. to Dec. 31	70,159,728	———	6,648,067	——	8,935,842

Notes: [1] After preferred dividends. [2] Record. [3] Includes $1.4-million tax credit. [4] Includes $345,000 tax credit. [5] Includes $529,000 tax credit. [6] Includes $77,000 tax credit. [7] Based on shares outstanding Dec. 31, 1961. [8] Excludes loss of 15¢ a share by Joplin Division, sold Jan. 1961 to Fairchild Camera & Instrument. [9] After $1.2-million credit on sale of Cinerama stock. [10] After $922,645 credit on sale of Cinerama stock. [11] Before non-recurring net of $265,315 (10¢ a share) representing special dividend from English affiliate Technicolor Ltd. [12] Adjusted to reflect Nov. 1961 3-for-1 stock split. [13] Indicated. [14] After $80,000 credit. [15] Adjusted for 3% stock dividend, July 1961.

Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
Canadian Westinghouse	Q	$0.15	Apr. 2	Mar. 16
Cenco Instruments	—	.25	Apr. 26	Apr. 6
Corning Glass	Q	.37½	Mar. 30	Mar. 19
Decca Records	Q	.30	Mar. 30	Mar. 19
RCA	Q	.25	Apr. 23	Mar. 12
Rollins Bcstg.	Q	.08	Apr. 25	Mar. 26
Transcontinent TV "B"	—	.12½	Apr. 2	Mar. 9
Universal Pictures	Q	.25	Mar. 28	Mar. 16
Webcor	Q	(Omitted)		

Westinghouse reports that as of Jan. 31 it was a defendant in 641 damage actions brought by 218 complainants as a result of the 1960 price-fixing conviction.

Salary & stock ownership of RCA officers [illegible]gram in proxy notice for May 1 annual meeting[illegible]se Chmn. David Sarnoff, $200,000 & 23,457 s[illegible] John L. Burns, $181,250 salary (stock owner[illegible] stated); Pres. Elmer W. Engstrom, $137,083 & [illegible] shares; group exec. vp Charles M. Odorizzi, $125,0[illegible] 12,603 shares; NBC Chmn. Robert W. Sarnoff, $170,000 & 14,061 shares; group exec. vp W. Walter Watts, $125,000 & 3,103 shares. Salaries stated are exclusive of additional incentive awards.

TV Development Corp. & Nashville Electronics among charter listings on new National Stock Exchange which began operation March 7. Nashville, located in Nashville, Tenn., makes miniature electrolytic capacitors.

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WEEKLY

Television Digest

MARCH 19, 1962

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The authoritative service for executives in all branches of the television arts & industries

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Broadcast

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CONGRESS WEIGHS FCC VHF-UHF POSITION. Commission doesn't want deintermixture prohibited by law but would promise to hold off until all-channel law has chance (p. 2).

'ANTI-TRAFFICKING' RULE ON THE BOOKS as FCC finalizes 3-year rule. Exceptions and time-calculation methods listed (p. 3).

FCC EMERGING ON TOP IN SATELLITE DISPUTE as House Commerce Committee gives warm reception to Minow's plea for system owned by common carriers. Kennedy bill appears dead (p. 3).

Consumer Electronics

ENTER KIMCODE, Kimble's picture-tube bulb which requires no safety glass. Tube makers disagree on future of new tube, but Kimble stands ready to make it on 30-day notice (p. 7).

INDUSTRY IMAGE pondered by TV-radio makers after apparent defeat on all-channel legislation. EIA consumer product meeting concentrates on PR (p. 8).

BALANCE OF TRADE in electronics is favorable to U.S. by more than 3-to-1, govt. reports — but bulk of imports are in consumer field, while industrial & military goods dominate exports (p. 9).

MOTOROLA PROFITS & SALES SAG in 1961 despite record 4th quarter, but Galvin predicts first quarter 1962 earnings will triple year-ago pace (p. 11).

FCC ROUGH ON 'MISREPRESENTATIONS': FCC may have internal conflicts about its powers in programming field, but it's solid as a rock on liars. This was shown again last week when it voted 7-0 to license renewal of radio KRLA Pasadena, 6-0 (Minow not participating) to revoke license of radio Golden Meadow, La.

KRLA operates on 1110 kc with 10 kw, held CP for 50 kw. KLFT is daytimer with 1 kw on 1600 kc. In KRLA case, Commission stated that principal Donald Cooke had given actual control to his brother Jack, an alien (Canadian); that when he later assumed more control he "demonstrated a willingness to connive with station employees in various schemes to hoodwink the Commission into believing that KRLA's programming conformed with its program proposals." FCC concluded: "A willingness to deceive a regulatory body even as to matters unimportant in themselves, warrants denial of a renewal."

In KLFT case, Commission said owner Leo J. Theriot was guilty of "willful violations" of technical rules, misrepresentations about the violations, failed to answer FCC letters, displayed unsatisfactory 'demeanor" during hearing. "Loss of service," FCC said, "will be a regrettable result of revocation. But where the necessary qualifications of a licensee are found wanting this result is unavoidable." However, Commission noted, community is served by other stations in area. Both stations were ordered to close shop by April 16.

An important aspect of KRLA case was fact that station was found guilty of running phony contests hence was punished for something actually broadcast. Though FCC has ordered 29 radio stations off air since it was established in 1934, only 2 others involved programming. Balance lost licenses because of misrepresentations, concealed ownership or other non-programming transgressions. The 2 programming cases were: KGEZ York, Neb., which lost license in 1936 because it broadcast fraudulent claims for drugs and pro-

moted questionable stocks; WIBK Knoxville, operated by evangelist J. Harold Smith, was ordered off air in 1949, FCC concluding it couldn't trust him as a licensee because of his "intemperate" broadcasts attacking Federal Council of Churches, Catholic Church, etc.

While hitting KRLA & KLFT, Commission renewed licenses of radio WHOM N.Y. and WDOT Burlington, Vt. despite culpability of owners Fortune & Anthony Pope in a non-broadcast matter. Guilty of violating SEC regulations, each had received one-year suspended sentences and $25,000 fine. But Commission concluded, as in Westinghouse case, that quality of broadcast operations outweighed guilt in other areas. FCC vote for renewal was unanimous, though Minow, Bartley & Ford wanted to give one-year licenses.

CONGRESS WEIGHS FCC VHF-UHF POSITION: FCC sent to House Commerce Committee (copy to Senate counterpart) late last week its tensely-awaited views on deintermixture "moratorium" (Vol. 2:11 p1), while President Kennedy put his weight behind all-channel-receiver bill.

Letter wasn't made public immediately but it's understood that FCC believes: (1) All-channel-set bill should be enacted. (2) No legislation should be passed specificly forbidding deintermixture. (3) FCC will assure Congress that it will not effectuate deintermixture now. (4) FCC will review progress of uhf from time to time, probably yearly, to judge effect of all-channel law, reporting to Congress its findings. (5) After several years, about 5—time enough for all-channel law to have full trial—Commission will finally tell Congress whether deintermixture should be killed or revived.

Congress is expected to be strongly divided about this. Some members insist deintermixture prohibition must be written into law—that FCC views may change and it may renege. Others think it bad law to get so specific in law governing regulatory agencies. Others, in this election year, don't want opponents charging that they increased price of receivers with unneeded gadget. Upshot? Definitely uncertain.

President Kennedy's support for all-channel-receiver legislation and federal ETV grants was expressed in his special message to Congress regarding protection of consumers. He stated:

"After extensive study, the FCC has concluded that an effective and genuinely competitive nationwide television service, with adequate provision for local outlets and educational stations, is not possible within the narrow confines of 12 vhf channels. Legislation now before the Congress would authorize the Commission to prescribe the performance characteristics of all new television receivers shipped in interstate commerce to assure that they can receive both vhf and uhf signals. I strongly urge its passage as the most economical and practical method of broadening the range of programs available. This step, together with the Federal aid for construction of educational television stations which is nearing final passage by the Congress, will speed the full realization of television's great potential."

President also noted that FCC "is actively reviewing the television network program selection and encouraging the expanded development of educational TV stations; and it will also step up . . . its enforcement program to prevent interference with air navigation signals, distress calls, and other uses of radio important to public safety."

Word of Presidential endorsement of legislation came while EIA's Consumer Products Executive Committee, under Motorola's Edward R. Taylor, was discussing all-channel legislation at industry association's Spring Conference in Washington. No manufacturers' votes were swayed by news of President's action and Committee voted continued fight on measure, but with more emphasis on positive uhf program which had previously been outlined by EIA's consumer products staff director L. M. Sandwick before House Commerce Committee (Vol. 2:11 p2).

This proposal envisions "Govt.-Industry Committee for Promotion of UHF," to be organized under aegis of Senate & House Commerce Committees and composed of representatives of FCC, set makers, broadcasters & public. Committee would be charged with tackling whole uhf problem on a crash basis, with special task forces charged with such problems as transmitter & receiver efficiency, allocations problems, education of broadcasters & trade, promotion, etc.

It's understood vote against all-channel bill and for EIA proposal wasn't unanimous (EIA's committees meet behind closed doors). It was said that there were 2 abstentions and one opposing vote—the dissenters presumably being the 3 set makers with broadcasting affiliations (GE, RCA & Westinghouse). Zenith, which also favors all-channel legislation, is not an EIA member. (For other EIA actions, see p. 8.)

"Scuttling" deintermixture now would be illegal, according to group of uhf telecasters. In joint petition, operators of 9 uhfs told FCC that courts have held that deintermixture cases must be decided on basis of full record: that "horsetrading" with Congressional committees constitutes "ex parte" dealings forbidden by law. Citing Court of Appeals Sangamon Valley decision involving shift of Ch. 2 from Springfield, Ill. to St. Louis, the uhfs stated that only proper way to handle anti-deintermixture views of Congressmen —as expressed in recent hearings (Vol. 2:9 p1 & 2:11 p1)—is to make them part of FCC record and allow opposition to file conflicting views. The petitioners: WHNB-TV New Britain, Conn.; WICS Springfield, WCHU Champaign, WTVO Rockford & WICD Danville, all Ill.; WWLP Springfield, WWOR Springfield & WRLP Greenfield, all Mass.; WAKR-TV Akron.

'ANTI-TRAFFICKING' RULE ON THE BOOKS: FCC has finalized, much as proposed, its new rules to slow down station turnover (Vol. 2:2 p3). They're effective March 23, and a lot of applications for sales have been arriving recently, in anticipation of congealment.

Commission said it will require a hearing if anyone seeks to sell his station after owning it less than 3 years—with few exceptions.

One thing new: Broadcast Bureau is ordered to check into any application for a sale—regardless of 3-year rule—if it suspects trafficking. Text of decisions hadn't been issued last week, but we understand these are key provisions:

Exceptions listed by FCC, no hearing needed even if ownership is under 3 years: (1) Translators. (2) Pro forma assignments. (3) "Unavailability" of capital. (4) Death or disability of principals. (5) Catch-all "other changed circumstances" which occurred after original acquisition.

Three-year period is calculated as follows: (1) If station has CP for major change of facilities, period starts with date of that CP. (2) If station has grant of "operating authority" for major facilities change, period goes back to when licensee itself got original operating authority. (3) If sale is for CP or licensee of a new facility, period starts with initial operating authority. (4) If station involved had been bought by operator now seeking to sell, period starts with date on which FCC approved seller's original purchase. (5) For multiple owner seeking to sell his entire group, all stations are controlled by date on which he acquired latest station —unless it's an FM in conjunction with AM in same area. (6) End of period to be calculated is the date on which application for sale is tendered to FCC.

Explaining its tightened rules, Commission said it's "seriously disturbed" about "very high rate" of sales and it plans "program of intensified scrutiny" of transfers. Commission added that it doesn't intend to deter any applicants for less-than-3-year sales who can prove themselves in hearings.

Comrs. Hyde & Craven dissented, former issuing statement that: (1) Majority's statistics are wrong when they say transfers are at accelerated rate. He said figures for 1959-61 actually show percentage decrease. (2) Nothing in the record indicates that service to public was harmed by transfers. (3) Trafficking should be controlled by case-by-case consideration, not by "time-consuming procedures." Craven offered no statement.

FCC EMERGING ON TOP IN SATELLITE DISPUTE: Administration proposal for broad, publicly-owned satellite communications system was just about embalmed and buried last week, House Commerce Committee strongly endorsing FCC's recommendations for system with ownership limited to companies in overseas communications business (Vol. 2:11 p5 et seq.).

Big guns were brought up by Administration to stump for Kennedy plan (HR-10115) which would provide for sale of stock to private investors at $1,000 per share. NASA Exec. Secy. E. C. Walsh testified last week, Attorney General Robert Kennedy is scheduled for this week. But proposal has been received unfavorably by Congress all along, is drawing increasing hostility. Rep. Hemphill (D-S.C.) commented that stock, at $1,000 per share, would be too expensive for most people, "would end up owned by the rich people of the country."

FCC Chmn. Minow, flanked by rest of Commission, opposed Kennedy bill, urged that participation in program be limited to communications firms. He said this would "expedite maximum use of the system on a world-wide scale" and "facilitate the orderly integration of satellite facilities in existing world wide communication networks."

Minow said Commission strongly recommended imposition of these safeguards: (1) Each carrier to be limited to equal representation on the corporation's board; (2) Each corporation must bid competitively to procure equipment & services; (3) FCC to determine technical characteristics of satellites; (4) Commission empowered to allocate channels among carriers and ensure non-discriminatory use. Committee warmly endorsed Commission's stand, as did Senate group in earlier hearings.

CURRENT CAPSULES

Sharp exchange over NAB Code monitoring broke out last week after Phil Edwards, pres. of Broadcast Advertisers Reports, released letter to NAB Code Authority Dir. Robert D. Swezey—saying he's quitting service to NAB because he doesn't want to be "privy to a farce . . . NAB does not itself really wish to maintain industry-wide inspection. . . . I suppose we should have realized from the start that nobody would give himself a ticket for speeding."

BAR had sought to increase its monitoring in a 3-year program—or to cut its monitoring down to those stations which buy its services, while continuing to charge NAB $12,500 a year.

Swezey responded by saying that BAR would cut its monitoring 50% without reducing price and proposed to increase radio monitoring price 25% to $10,000 a year. He said NAB would get monitoring accomplished by others after April 1. Swezey noted that BAR has been monitoring 77 markets for $12,500 and had proposed following year-by-year increases: first year, add 14 three-station markets for additional $21,000; 2nd year, add 41 two-station markets for another $49,200; 3rd year, add 111 one-station markets for additional $99,900—with grand total of $182,600 yearly at end of expansion. Swezey said that kind of money isn't available.

"We have no intention," Swezey said, "of squabbling with Mr. Edwards concerning his gratuitous statements about the efficiency of industry self-regulation. Suffice it to say that we are confident that with such assistance as we require and can get from outside agencies, one of which is already making a test run for us in several cities, our monitoring coverage will be even more effective than it has been in the past."

———■———

FCC's Chicago TV hearing, to elicit pros & cons of stations' local live programming (Vol. 2:9 p3), has more than 100 witnesses on tap for sessions running March 19-23. Comr. Lee will preside—in Room 677 Federal Bldg., 219 S. Clark St.—with his legal asst. Arthur Gladstone as counsel. Witnesses represent groups in fields of religion, education, business, culture, politics, etc. Gladstone guesses that witnesses will be split about 50-50 for & against stations but says there's no way of estimating accurately in advance. Stations will present cases starting April 9.

———■———

Syracuse Ch. 9 conflict (Vol. 2:10 p4)—2 competing applications for interim operation—has been dissolved by agreement to combine in one filing. Three remaining applicants haven't joined. Prospects of FCC go-ahead are now considered at least fair.

"Rip-tide" rather than "drift" toward control of programming is official attitude in Washington, Corinthian stations Pres. C. Wrede Petersmeyer declared at Indiana Bcstrs. Assn. Spring meeting. He said it is apparent that FCC holds the view that "the broadcaster owes to the public the type of programming that the regulatory agency prefers," and intends to enforce this view through licensing power. Petersmeyer said it is time "to cut through the fog of semantics . . . if our programming is to be reshaped by the hand of the government, let it be done openly without subterfuge." At same meeting, IBA passed unanimous resolution, wired to FCC Chmn. Minow, asking for support of TV-radio newsmen who were forbidden by FTC examiner to cover with cameras & mikes an Indianapolis milk-war hearing. Newsmen were rebuffed by FTC Chmn. Dixon who said he backed examiner.

Children's TV programming contains an "unnecessary" volume of violence, according to new booklet *Television for Children*, prepared by Boston U. School of Education and the Foundation for Character Education. Aimed primarily at broadcasters, publication discusses adult misconceptions, ages and stages of children's life, effects of TV, casting and program content, producer's choices and responsibilities. Study groups warn: "Producers deceive themselves if they think that a virtuous end to a program justifies any plot, any amount and kind of violence, and any set of values and attitudes. Children respond to, adopt, and imitate all that they see. And what they see is determined by program content as well as their interests, drives, and experience." Director of project was Dr. Ralph J. Garry, frequently consultant to Senate Juvenile Delinquency Subcommittee (Vol. 2:5 p3).

Personals

Walter Cronkite, CBS newsman and narrator of *The Twentieth Century,* will replace **Douglas Edwards** on network's daily 7:15 p.m. newscasts beginning April 16. Edwards will take on daily 3:55 p.m. network newscast and 11 p.m. broadcast on WCBS-TV N.Y., will be assigned to network informational programs & specials. **Charles Collingwood** succeeds Cronkite on *Eyewitness.*

Herbert Gross, ex-Dancer-Fitzgerald-Sample media research mgr., named CBS-TV coverage & research analysis mgr.

Sol Cornberg, Sol Cornberg Associates, will deliver May 7 opening speech at International TV Design Conference, London. . . **Howard M. Lloyd** named ABC Films Western Div. mgr. (190 N. Canon Dr., Beverly Hills) . . . **Jack Lynn** named TV programming vp Metropolitan Bcstg., headquartering in N. Y. . . . **Philip Nicolaides** named promotion & sales development mgr., Videotape Productions of N. Y.

William K. McDaniel, NBC Radio exec. vp, elected 1962-63 president of RTES, **Sam Cook Digges,** CBS Films, 1st vp; **Thomas J. McDermott,** N. W. Ayer, vp; **Robert H. Teter,** vp; **Sol Paul** *Television Age,* secy.; **Sol Cornberg,** Sol Cornberg Associates, treas.

William C. Fitts III, ex-WCAU-TV Philadelphia production mgr., named CBS-TV sports administrative mgr. . . . **Kenneth W. Stowman** appointed Triangle stations sales development dir., Philadelphia.

Everett H. Erlick, head of AB-PT legal and business affairs, elected a dir. . . . **Donald M. Hines** named ABC International TV program mgr.

Leo Burnett, chmn., Leo Burnett Co., Chicago, elected Advertising Council chmn., succeeding Bristol-Myers Co. Chmn. **Lee H. Bristol. . . . Hugh Carleton Greene,** BBC Director-General, will address Alfred I. duPont Awards Foundation annual awards dinner March 26 in Washington.

Lee Polk, ex-New York State Education Dept. Regents ETV Project producer-dir., named production dir., Educational TV for the Metropolitan Area, N.Y. . . . **Chuck Glance** promoted to KPHO-TV Phoenix program dir.; continuity & traffic chief **Kay Shake** becomes station operations head, will also retain present post.

Leonard E. Hammer resigns as United Artists Eastern div. sales mgr., will announce plans. . . . **Patrick Callihan,** ex-educational WMSB E. Lansing, Mich. station mgr., rejoins National Educational TV & Radio Center, N.Y., as executive asst. for network affairs.

Jim Ayers, ex-KJEO & radio KYNO Fresno, named engineering dir., KICU-TV & radio KBIF Fresno and radio KSAN San Francisco.

Joseph E. Keller and **Jerome H. Heckman,** formerly with Dow, Lohnes & Albertson, form law firm of Keller & Heckman, 1712 N St. NW, Washington 6 (Sterling 3-9450); **Charles M. Meehan** and **William H. Borghesani Jr.,** also leave Dow, Lohnes & Albertson to join new firm as associates.

NBC has hired psychologist Dr. Charles Winick as consultant on children's programming. The Columbia U. faculty member has been working with network in this area, will now devote more time to it. In 1959, he wrote *Taste and the Censor in Television* for Fund for the Republic.

Stations are on "dangerous ground" if they consistently refuse to carry network informational programs in prime time, *TV Guide* Editor Merrill Panitt told Ad Club of Louisville last week. He said that FCC is "deadly serious" about holding stations to balanced programming promises and "is not afraid to refuse a station its license renewal." He supported all-channel-set legislation, said it would increase number of stations. Arguments that increased competition would lower program standards, he said, are "an insult to the American people." He predicted that ABC & CBS would be colorcasting regularly within a year, that worldwide time differentials would preclude much live viewing of foreign telecasts via satellites, that pay-TV will be an asset only if it gives viewers new programs and doesn't merely convert free TV to fee.

Winners of Alfred I. duPont 1961 TV-radio awards are KING-TV Seattle, for "consistent policy of responsibility toward community needs & interests," KPFK(FM) Los Angeles for "a positive and creative force in the cultural and intellectual life of its community," and NBC newsman Martin Agronsky, for "consistent adherence to the best traditions of responsibility" in news reporting. Winners will receive plaques and $1,000 checks from duPont Awards Foundation. Committee also commended radio WHAS Louisville, WCAU-TV Philadelphia, radio WWGP Sanford, N.C., WTHI-TV Terre Haute. Presentations will be made at banquet in Washington March 26.

Spot TV gross time billings rose 11.8% in 4th quarter of 1961, pushing total for full year 2.3% over 1960, TvB reports. Final quarter 1961 billings totaled $177,827,000, compared with $163,060,000 in same 1960 period. Full year billings were $617,398,000 in 1961, $603,294,000 in 1960. TvB also reported that largest number of stations used for spot TV campaign in one quarter by single brand was 240 in 157 markets, for Downy Fabric Softener, in 4th quarter. Six other brands also used more than 200 stations in the quarter.

TV network gross billings in 1961 totaled $748,873,488, 9.7% higher than 1960's $682,371,069, TvB reports. ABC-TV registered greatest increase, 20.2%, from $158,591,010 in 1960 to $190,615,140 in 1961; NBC-TV rose 11.2% in same period, from $249,640,296 to $277,659,264; CBS recorded 2.4% rise, from $274,139,763 to $280,599,084. Daytime billings in 1961 for all networks were $248,781,844, up 18% over 1960's $210,883,356; nighttime billings moved up 6.1%, from $471,487,713 to $500,091,644.

TV revenues in 1962 "will reach new peaks," CBS Chmn. William Paley and Pres. Frank Stanton predicted in annual report. "We think that 1962 will see a broad improvement in business . . . a new high in advertising expenditures" and in sales of records, they reported. (For CBS financial report, see Vol. 2:8 p12).

Guide for ad agencies and TV stations to promote greater efficiency in handling of film, tape and other materials in commercials has been released by Station Representatives Assn. and American Assn. of Advertising Agencies. Copies are available from SRA, 366 Madison Ave., or AAAA, 420 Lexington Ave., both N.Y.

FCC's license-fee proposal (Vol. 2:8 p4) is drawing sharp criticism from amateurs, municipalities, manufacturers of citizens band radio, et al. They assert that fee principle is wrong, unconstitutional, inequitable—several arguing that broadcasters should pay more than $250 for TV applications, $150 for AM or FM. NAB Pres. Collins had attacked proposal immediately when it was issued.

More TV-home figures: Census Bureau has issued data on TV sets in homes in standard metropolitan areas in Arkansas, Delaware, District of Columbia, Kansas, Kentucky, Missouri, Ohio, Virginia. Totals for following states also were given: Illinois, Indiana, Michigan, Texas:

Area	Occupied Homes	One-Set Homes	Multiple-Set Homes	No Set
Arkansas				
Fort Smith	21,086	16,833	1,188	3,065
Little Rock-N. Little Rock	71,815	56,586	5,644	9,556
Texarkana (Ark.-Tex.)	28,186	21,524	1,589	5,073
Delaware				
Wilmington	105,470	83,255	15,368	6,847
District of Columbia				
D.C. (includes portions of Md. and Va.)	590,621	433,743	94,044	62,788
Kansas				
Kansas City (Mo.-Kan.)	331,477	262,578	34,478	34,437
Topeka	43,625	36,386	2,813	4,409
Wichita	103,422	85,011	9,121	9,269
Kentucky				
Cincinnati (Ky.-Ohio)	326,009	246,429	53,078	26,502
Evansville (Ky.-Ind.)	60,737	48,509	4,173	8,042
Huntington-Ashland (Ky.-W. Va.-Ohio)	74,452	58,056	7,884	8,512
Lexington	38,194	29,563	2,594	6,025
Louisville	211,382	169,686	22,379	19,270
Missouri				
Kansas City (Mo.-Kan.)	331,477	262,578	34,478	34,437
St. Joseph	30,003	24,300	1,668	4,035
St. Louis	624,886	505,349	54,385	65,029
Springfield	41,206	33,797	2,849	4,560
Ohio				
Akron	151,866	119,238	24,037	8,591
Canton	99,306	79,950	12,260	7,088
Cincinnati (Ohio-Ky.)	326,009	246,429	53,078	26,502
Cleveland	537,508	411,948	91,020	34,540
Columbus	200,763	146,317	41,106	13,340
Dayton	202,497	155,512	35,352	11,633
Hamilton-Middleton	56,032	44,688	7,416	3,928
Huntington-Ashland (Ohio-Ky-W. Va.)	74,452	58,056	7,884	8,512
Lima	30,442	25,315	1,984	3,143
Lorain-Elyria	59,489	48,141	7,946	3,402
Springfield	38,931	31,408	4,998	2,525
Steubenville-Weirton (Ohio-W. Va.)	48,193	39,649	5,634	2,910
Toledo	138,930	112,734	17,701	8,495
Wheeling (Ohio-W. Va.)	58,578	46,371	7,054	5,153
Youngstown-Warren	145,127	117,000	19,376	8,751
Virginia				
Lynchburg	30,104	22,812	1,738	5,554
Newport News-Hampton	59,610	48,136	4,871	6,603
Norfolk-Portsmouth	152,808	123,100	10,454	19,254
Richmond	118,896	94,027	9,519	15,338
Roanoke	46,768	37,350	3,703	5,715
Illinois	3,275,799	2,428,960	350,744	304,934
Indiana	1,503,148	1,142,138	107,871	137,837
Michigan	2,548,792	1,793,863	278,082	167,123
Texas	3,153,127	2,093,016	214,610	470,575

Money-saving techniques and methods of increasing sales for TV stations in secondary markets will be discussed at special seminar April 3 at NAB convention in Chicago. Robert F. Wright, WTOK-TV Meridian, Miss. will moderate. Opening day of convention, April 1, will be FM Day. Morning session, programmed by National Assn. of FM Bcstrs., will cover sales; afternoon meeting, moderated by Ben Strouse, WWDC Washington, will be devoted completely to stereo.

New list of AM-FM transmitters & monitors accepted by FCC as of Feb. 5 is available for inspection or reproduction at Washington & field offices.

Tel-I-Clear CATV system, Laguna Beach, Cal., has been bought for $650,000 by Laguna Video Inc. System serves approximately 2,300 subscribers, was headed by Lewis Lemieux who will continue with new firm. Sale was 51st transaction in 3½ years by Daniels & Assoc., whose subsidiary Systems Management Co. will manage the property. Laguna Video is owned primarily by Narragansett Capital Corp., Providence, headed by Royal Little, former chmn.-pres. of Textron Inc.

Americans for Democratic Action protested ABC radio network's broadcast of full 3-hour rally in N.Y. held recently by Young Americans for Freedom. In letter to ABC Pres. Leonard Goldenson, ADA said it received no similar offer for its rally held at same time, asked for list of ABC stations which cleared for YAF broadcast to determine if they also presented different point of view. If they haven't, ADA said, it would ask for equal time.

NBC's farm problem documentary, "The Land," telecast March 13, drew kudos on Senate floor from Sen. Proxmire (D-Wis.), who had entire script of program inserted in *Congressional Record.* Chet Huntley-narrated show was vigorously protested week earlier by Rep. Avery (R-Kan.), who charged it gave negative picture of Kansas farms (Vol. 2:11 p6).

Campaign to end TV ban in courtrooms suffered setback last week when Judicial Conference of the U.S., made up of top judges of the federal courts, condemned picture taking or broadcasting in any form in courtrooms or their environs. Conference passed resolution which would extend ban to cover all judicial proceedings and to environs as well as courtroom itself.

Dr. George H. Brown, RCA research & engineering vp, will address engineering conference luncheon April 4, during April 1-4 NAB convention in Chicago. Previously announced engineering luncheon speakers: Sir Harold Bishop, BBC engineering dir., April 2; Dr. J. R. Pierce; Bell Labs communications research dir., April 3.

Production and field-testing of equipment for Hartford pay-TV test has been begun by Zenith which reported it is concluding arrangements with France and other countries for similar systems. If Hartford test is success and FCC authorizes expansion, it has options on 4 other major U.S. markets, company reported.

New RCA color camera will be unveiled April 1 at NAB Chicago convention. Experimental unit produces 4 signals—one in each color and additional one in black-&-white for added detail. RCA says addition of monochrome channel produces effect like that of 4-color printing, in which black imparts fidelity & depth of tone.

White House TV tour was viewed in 28.3 million homes by estimated 56 million persons, Nielsen reports. Over 4 million more homes were watching TV at time of telecast than same night preceding week, and more than 70% of viewers were tuned to tour. Program will be televised again March 25 on CBS.

AMST holds membership meeting April 1, at Chicago's Conrad Hilton, in connection with NAB convention. Board & technical committee meet March 31, board again April 1 for election of officers. Exec. dir. Lester Lindow reports registrations are at record rate.

Metromedia's outdoor advertising div., Foster & Kleiser, has sold its facilities in Fresno & Phoenix to group headed by adman Karl Eller for $5 million. Metromedia bought Foster & Kleiser for $14 million 2 years ago.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

ENTER KIMCODE—FAREWELL SAFETY GLASS? Kimcode is a new word in TV's lexicon. You may be hearing about it for some time. It's name of Kimble Glass Co.'s new "implosion-proof" picture-tube bulb, which proponents say can be used without anything in front of it except the viewer. Although Kimble won't comment, some say it could be in production in 30 days or so and ready for fall TV sets.

Tube makers have already seen Kimcode in special demonstration by Kimble, the Owens-Illinois Glass Co. subsidiary which is 2nd biggest in picture-tube bulb field. Set makers should start receiving samples from some tube makers beginning this week. It's controversial as all get-out, and there's no indication yet whether it will be produced. Some tube makers like it, some hate it, most are on fence. It's challenge to both Corning's twin-panel (bonded) bulb and to external implosion glass & plastic.

Kimcode name is derived from "Kimble Method for Controlled Devacuation." Kimble claims that tube will not implode when broken, but will merely "devacuate," with no glass scattering outside set. Here's why: Cemented around funnel with epoxy resin is treated fiberglass cloth to retain & hold glass in case of breakage. Metal band of .018-in. thick annealed steel is formed to contour of face panel and extends into viewing area about 1/16 in. This rim band is fastened with 1¼-in. steel strapping band tightened under 2,000 lb. tension and locked by metal seal. Keeping glass under such compression is said to add appreciably to strength.

This rim-banding technique was first proposed by Kimble in 1952 under tradename "K-Band" (Vol. 8:31, p7, 43 p11). At that time, Kimble said process would permit use of lighter weight glass, substantially reducing weight of picture tubes. It's understood first Kimble bulbs using Kimcode, if produced, would weigh about same as standard "heavy" (non-bonded) bulbs and would be made in 19- & 23-in.

Kimcode process appears similar to one being developed by Dutch Philips and described in these pages last month (Vol. 2:8 p10). Philips tube was to have debuted at recent French components show, but was withdrawn from exhibition at last moment.

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Whether Kimcode approach ever appears in TV sets depends on many factors. Word on prospects of UL approval hasn't been handed down yet, it's understood. Then there's question of cost—does it really represent saving as compared with regular "heavy" tube plus external glass or plastic implosion shield? And there's definitely a psychological factor involved, too, in relatively radical approach of a "bare" tube.

Shieldless tube could present certain advantages: For portables, it could effect substantial weight reduction, particularly if banding process eventually results in lighter-weight bulb. One tube maker says 23-in. Kimcode tube already is 9 lbs. lighter than bonded version. Elimination of glass could lend itself to some new designs in cabinetry & framing. Samples shown to tube manufacturers had treated anti-reflective faceplates, and, at least theoretically, this process could eliminate all reflected glare without impairing resolution.

But in TV, cost is often most important factor. Process will have to be proven just as good or better than others — and cheaper. One tube manufacturer feels that Kimcode could be about $1 cheaper than bonded in 23-in. size, and maybe 50-75¢ cheaper than regulation heavy tube (non-bonded) plus external implosion glass, brackets, etc. Here's how this manufacturer has it tentatively costed out: Extra components for tube cost more than $1, with labor costs 50¢-plus. "And we'd like to make something on

it—so we see it maybe $1.80-$2 more than regular non-bonded tube in 23-in. size." The 23-in. non-bond tube now sells to manufacturers for $21.25, bonded $24.

Other tube makers disagree with these cost estimates, say they can't see where there would be any savings in it at all, and therefore industry won't buy it. Actually, Kimble hasn't yet submitted definitive cost estimates.

Among tube manufacturers, big Chicago independent National Video seems to be expressing most interest in Kimcode and is ready to sample its customers. Views of some other tube manufacturers: GE says it has been testing developmental samples of Philips version of implosion-proof tube for 2 years ("we don't see any savings in it") and isn't particularly interested now. Tung-Sol isn't interested either, because of potential cost factors. Philco & Westinghouse tube div. spokesmen both termed development "interesting," said they're looking into it. Giants RCA & Sylvania are also taking conservative approach, examining it as they do all new ideas.

Big Corning, now just beginning to strike pay dirt with its bonded bulb (38% of sets made in Jan. used bonded tube vs. 26% for full year of 1961), declined to comment on grounds it hadn't seen Kimble bulb. But there's little likelihood Corning will be passive about it — and we may even see some new developments in bonded tubes sooner than expected. Nor is Pittsburgh Plate Glass, which supplies almost all of the "grey glass" for external implosion plates, expected to take it lying down.

Revolution or fizzle? Too early to say. But Kimcode exists, and injects new element into bonded-vs.-non-bonded battle. It will be talked of for long time. We'll keep you posted.

TV-RADIO MAKERS LOOK TO THEIR IMAGE: Startled by what appears to be imminent defeat on all-channel set legislation (see p. 2), consumer electronics manufacturers last week began mapping plans to increase their influence with govt., dealers & public.

If this tune sounds familiar, that's because it is. But last week's EIA Spring Conference in Washington saw Consumer Products Executive Committee, under Motorola's Edward Taylor, making new plans for repairing & building industry's image. And already, influence of newly appointed full-time consumer products staff dir. L. M. Sandwick was beginning to show.

"Regardless of the outcome of the all-channel legislation," Sandwick told us after meeting, "a public relations program will have to follow. The industry has no public relations image now; we want to project an image of progress." Among actions taken by Consumer Products Div. and its radio & phono sections, most of them with public-relations overtones:

Relations with dealers: The manufacturers' association will sponsor "EIA Day" at NAMM Music Industry Trade Show in N.Y. June 26, featuring full day of symposia on TV, radio & phono developments with important panelists, many from outside manufacturing field. Radio sessions will emphasize FM stereo.

Relations with govt. & public: EIA will revitalize its 10-year quest for definition of "high fidelity"—but this time under some pressure from FTC. FTC is investigating ad claims of radios & phonos using "hi-fi" designation, and asked EIA to come up with good definition of how hi is fi. Sandwick was designated to do preliminary spadework on "minimum standard that manufacturers can live with and which will satisfy FTC that the public is not being misled." This will mean abandonment of industry's traditional tongue-in-cheek definition of hi-fi as "anything that lists for over $100."

Relations with broadcasters will be improved by new FM-stereo survey already under way, whose primary purpose is to serve as marketing aid for FM-stereo manufacturers. Using on-air & upcoming FM-stereo station list in Feb. 12 Television Digest (Vol. 2:7 p8) as starter, Sandwick has begun continuing detailed survey of present & imminent FM stereocasting, and results of questionnaires returned by stations will be bound in book form for marketing guidance of members.

Also on FM-stereo front, EIA Marketing Data Committee voted to begin collecting production & sales statistics immediately on FM-stereo adapters, FM-stereo-equipped phonos & table radios. Request for color-TV statistics was turned down, presumably because of EIA's standing rule that no data will be kept on any product category in which one manufacturer has more than 50% of the market.

In still another public relations move, Consumer Products Executive Committee voted unanimously to release to press selected monthly distributor-to-dealer TV-radio-phono sales statistics to fill void created

by discontinuance of retail sales figures last July. Decision was made in response to formal request by Television Digest for open release of basic over-all market figures. To be announced monthly will be official figures on total distributor sales of black-&-white TVs, radios and stereo & mono phonos. We will print these important market indicators, in tabular form, as they are released.

For EIA committee appointments, see Trade Personals, p. 11.

ELECTRONICS' FAVORABLE BALANCE OF TRADE: U.S. electronics industry gains far more than it loses in foreign trade. This 2-way-street aspect of imports & exports is dramatized sharply in review of 1961 by Electronics Div. of Commerce Dept.'s Business & Defense Services Administration (Vol. 2:11 p10). Report indicates highly favorable balance of trade for electronics industry in 1961—exports 3⅓ times greater than imports.

Dollar estimates by BDSA indicate more than $600 million in electronics exports last year vs. $180 million in imports. As compared with 1960, U.S. electronics exports rose more than 30% from $466 million, while imports climbed about 25% from $142 million.

Despite this favorable picture, it's undeniable that some domestic firms have been hit hard by rising tide of imports. This, of course, is because imports are largely consumer products, while our exports are dominated by military, industrial & commercial equipment. Latter category accounted for 58.6% of total exports in 1961's first half, consumer products 11.8%, tubes 11.2%. In imports, consumer products comprised about 60% during first 10 months of year, while industrial equipment totaled 11%, receiving tubes about 10%.

Interestingly, more than two-thirds of U.S. electronics exports went to countries which have highly developed electronics industries of their own — Canada, Japan, European Economic Community (Common Market), European Free Trade Area (Outer 7) — which bought mostly military-commercial-industrial items or advanced components. Consumer products & simpler components were more important in exports to Latin America and other areas where industrialization is in developing stage.

More than 50% of U.S. electronics imports now come from Japan, with 5 countries—Japan, West Germany, U.K., Canada, Netherlands — supplying 95% last year. Japan was only country supplying more electronic equipment to U.S. than it purchased from us.

Exports & imports can't be compared directly in specific product areas because of differing classification systems (there isn't even a TV receiver category in import classifications). Nevertheless, here are some specific export & import categories and dollar volume for 1961 (1960 volume in parentheses):

U.S. exports of electronic products: Total, $613,031,000 ($466,462,000). Consumer products, $81,384,000 ($71,382,000). TV receivers & chassis, $28,277,000 ($18,681,000); radio receivers & chassis, $6,356,000 ($5,132,000); radio-phonos, $726,000 ($515,000); phonos, parts & accessories (including juke boxes), $27,786,000 ($31,275,000); recorders & parts, $3,626,000 ($2,798,000). Commercial-industrial-military, $362,687,000 ($252,328,000). Components, $168,960,000 ($142,752,000). Tubes & tube parts, $66,019,000 ($64,091,000). Semiconductors, $20,788,000 ($15,973,000).

U.S. imports, selected electronics categories: TV apparatus & parts, including tubes but excluding picture tubes, $5,817,000 ($3,502,000). Other tubes, $3,816,000 ($2,394,000). Radio apparatus & parts (total), $111,188,000 ($92,653,000). Transistor radios, $66,688,000 ($55,849,000); other radios, $15,208,000 ($11,815,000); phonos, $647,000 ($1,329,000); radio-phonos, $12,940,000 ($8,643,000).

BDSA's prediction for 1962: Both imports & exports should increase 20-25%. Foreign competition will be more intense.

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Commerce Secy. Hodges brought up TV-radio exports last week in 5½-hour pitch for administration's liberalized tariff bill (HR-9900) before House Ways & Means Committee. For European Common Market to match U.S. living standards, it will need another 50 million TV sets, 135 million radios — much of which would come from U.S. if Kennedy's Trade Expansion Act is passed, he testified. Among other things, bill would give President power to cut duties on such items by 50% in reciprocal arrangements.

Industry leaders were inclined to doubt that U.S. TV-radio manufacturers would be beneficiary of any such arrangement. Questioning executives at EIA meeting in Washington, we were told that most of

flow of radios & phonos would be from Europe to U.S. "To send radios to Europe would be like taking coals to Newcastle," said one. Some thought that U.S.-made TV sets might eventually find way to Europe, although this is a market where American manufacturers have traditionally been frozen out, mainly because of differing TV standards.

Sound recorders & parts for them would be among major categories eligible for complete removal of tariffs under bill. They're included on list of 26 commodities in which U.S. & European Common Market accounted for at least 80% of 1960 exports from non-Communist countries.

EIA's board of directors, at Washington meeting last week, unanimously endorsed "objectives" of President's foreign trade program, but asked that these amendments be added to trade bill: (1) There should be no authority to eliminate tariffs, and any tariff reductions should be spread over 5-year period. (2) Provision should be made to control imports which reach levels damaging to U.S. industries. (3) Voluntary agreements between U.S. & other countries to limit shipments should be authorized in cases where industries are threatened. (4) "Most favored nation" clause should be abolished. EIA has engaged ex-BDSA administrator Horace E. McCoy as world trade consultant.

TOPICS & TRENDS

Japanese electronics exports to U.S. in first 9 months of 1961 came to $78.4 million, up 24% from same 1960 period, according to Commerce Dept's Business & Defense Services Administration. Total radio shipments were 7,685,000 units in 1961 vs. 5,248,000 in 1960 (worth $49,986,000 vs. $47,987,000). Of radios, those with 3 or more transistors totaled 2,879,000 vs. 2,945,000 year before (value dropping to $31,725,000 from $39,001,000). Tube-type radios rose to 1,475,000 from 536,000 (value up to $9,559,000 from $3,896,000). Transistor radios with fewer than 3 transistors increased to 3,331,000 from 1,767,000 (value up to $8,702,000 from $5,090,000). Largest other single category was "sound recorders & reproducers" — units rising to 437,000 from 93,000 (value going to $9,312,000 from $3,311,000). TVs were still small factor in 9-month report: 12,000 units vs. 3,000 year before (value $954,000 vs. $132,000). For unofficial full-year 1961 estimates, see Vol. 2:10 p7.

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"RCA Day" at EIA: Tribute to RCA Chmn. David Sarnoff was paid by EIA at annual Govt.-Industry dinner in Washington last week. EIA board resolution, presented to him on scroll, commemorated his 55 years devoted "to the advancement of electronics and communications." Board then voted to give RCA Pres. Elmer W. Engstrom its highest award, the EIA Medal of Honor, at May 24 annual convention in Chicago.

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Americans have spent billion dollars on battery-operated radios in last 5 years, CBS Radio reported recently on basis of 2 nationwide surveys, which showed that more than 40% of all U.S. homes own one or more self-powered radios in working order.

Lebanon seeks TV receiver assembly plant to supply growing demand, according to Commerce Dept. Sales are reported about 1,000 per month, U.S. makes especially popular. Interested firms should contact Office of International Investment, Bureau of International Business Operations, Dept. of Commerce, Washington 25, before March 31.

TV signals from moon will be picked up by 210-ft. dish antenna NASA plans to build if it gets $15 million it seeks from Congress. Giant antenna, standing as high as Capitol building, would be built at Goldstone, Cal. Space agency said it will be needed later in decade for space probes carrying TV cameras to Mars and Venus.

FCC has revised list of equipment acceptable for licensing in non-broadcast radio services, arranged alphabetically by manufacturer and type number, available on loan for reproduction from Office of Chief Engineer.

Royal McBee plans to go out of computer business, is negotiating to sell its 50% interest in Royal Precision Corp. to partner General Precision Equipment. GPE & Royal McBee formed Royal Precision in 1956. GPE Chmn. James W. Murray said purchase of partner's interest would benefit "our growing computer & data-processing activities."

RCA Service Co. and Executone have teamed to offer hospitals under a single RCA lease plan RCA TV systems and Executone communications equipment inculding audio-visual nurse call, radio, and doctors' paging and register systems. Plan will eliminate dual control installations, reduce costs, said Executone Pres. A. C. Bernstein.

RCA has produced its two-millionth nuvistor electron tube. John B. Farese, division vp, entertainment tube products, reported industry demand "so great that we produced over a million units in the past 5½ months."

Trade Personals

New members of EIA Consumer Products Div. Executive Committee: Armin Allen, Philco; George Connor, Sylvania; Grant Gardner, Wells-Gardner. They succeed Henry E. Bowes, now ITT govt. relations director; Marion E. Pettegrew, now pres. of Erie Resistor Corp., and Robert S. Alexander, now Wells-Gardner board chairman.

R. V. Bruland, Collins Radio, named chairman of EIA's newly established Avionics Section . . . **W. H. Oelkers**, Philco Lansdale Div., elected to EIA Tube & Semiconductor Executive Committee; **Dr. S. Dean Wanlass**, Packard Bell, to Industrial Electronics Div. Executive Committee; **Charles V. Manhart**, Martin Co., and Leigh A. Brite, Packard Bell, to Military Products Div. Executive Committee . . . **J. Rodney Lynch**, Texas Instruments; E. G. Nichols, Weston, and **Frank H. Roby**, Cornell-Dubilier, to Parts Div. Executive Committee.

Robert J. Theis, ex-Philco, appointed pres., Sylvania Home Electronics Corp., succeeding Peter J. Grant, resigned (Vol. 2:11 p9).

John J. Davin named facilities & services mgr., Sylvania Electronic Systems eastern operation, Waltham, Mass.

Charles Mauer, ex-Sylvania, named Sonic Electronics national sales mgr.; **William Duffy** named asst. to sales & mktg. vp **William F. O'Boyle.**

Dr. C. W. Walton named Minnesota Mining & Mfg. research & development vp; **J. W. Selden** appointed division vp, new products commercial development.

Howard C. Rymer appointed gen. mgr. of Warwick Mfg.'s TV Prod. Div. headquartering in Zion, Ill. plant.

A. Keith Comly, formerly with Canadian Admiral, appointed Admiral International Corp. sales mgr., succeeding Francis Bonner, resigned.

Dr. Donald B. Brick appointed senior scientist at Sylvania Applied Research Lab, Waltham Mass. . . . **Roy L. Anderson**, ex-Motorola, appointed power supply engineering mgr., Allen B. Du Mont Labs Communications Dept., Clifton, N.J.; **Eric S. Cox**, formerly RCA, named systems engineering mgr.; **Richard M. Mison**, ex-RCA, named receiver engineering mgr.

Arthur L. Webb, Microwave Electronics engineering & production vp, elected a dir. . . . **G. Richard Tingley** & **Jack Horowitz** elected vps of Giannini Scientific Corp. subsidiary Telemet Corp.

J. Burton Henry promoted to International Resistance sales & marketing dir.

James B. Kopp promoted to GE audio products dept. portable phonograph sales mgr., Decatur, Ill.

ITT'S Component Div. has opened a regional marketing office in Cincinnati (8613 Winton Road) to handle sales of semiconductor components, tantalum capacitors and silicon & selenium rectifiers & diodes in Ohio, Indiana, and parts of Michigan, western Pennsylvania and West Virginia. Karl Dellekamp will be regional sales mgr.

Obituary

Jacob B. Taylor, 63, General Telephone & Electronics vp for staff, died March 14 at Columbia Presbyterian Medical Center, N.Y. From 1946 to 1947, he was vp, business mgr., and treas. of Ohio State U. His widow and daughter survive.

Motorola Profits & Sales Sag: Motorola's 1961 earnings declined to $9.5 million from $12.6 million in 1960 as sales slipped to $298 million from $301 million (see financial table). **Year finished in a flurry, however, as 4th-quarter sales rose 18% to record $90.5 million from $76.6 million in 1960's final quarter and profits gained to $3.1 million from $2.9 million.**

Upsweep continued into 1962's first quarter, Pres. Robert W. Galvin said. He predicted that first-quarter earnings would triple $802,977 posted in Jan.-Mar. 1961, forecast minimum 20% sales gain over year-earlier's $60,418,737 volume. Major profit gains in 1962's first quarter are being registered, he said, by TV, auto radio, 2-way mobile radio systems, semiconductor devices.

Reviewing Motorola's consumer product year, Galvin said that "early decline" in sales "was reversed from mid-year on, with sales showing steady improvement during the 3rd & 4th quarters." He noted that "distributor sales volume increased considerably in the last 2 months," pointed to 22% gain in TV sales, 32% in stereo phono over Nov.-Dec. 1960.

Re color TV, Galvin said "Motorola chose not to re-enter the color TV market" with 21-in., 70-degree round tube, "convinced that the sales volume would not be adequate for a profitable venture. This proved prudent. The industry color TV retail volume for the year was an estimated 170,000 units, less than 3% of the some 6 million b&w receivers sold."

General Instrument has formed a Semiconductor Products Group embracing a newly created Rectifier Div. & former Semiconductor Div. **Herman Fialkov**, former Semiconductor Div. pres., named to new post of group vp, semiconductor products; headquartering in Newark, N.J. **Arno Nash**, former head of Selenium Div. now absorbed by new Rectifier Div., appointed vp-gen. mgr. of new div., headquartering in Newark. **Norman Neumann**, formerly Semiconductor Div. gen. mgr., promoted to vp gen. mgr., headquartering in Woonsocket, R.I. General Instrument Chmn. Martin H. Benedek also announced that construction has begun at Newark of 10,000-sq.-ft. addition for production of silicon controlled & high rectifiers.

New plants & expansions: RCA will add more than 100,000 sq. ft. of engineering & administrative space to its Space Center, Princeton, N.J., by leasing 2 new buildings. **Litton Industries** will begin construction in late summer of a $4-million plant near Atlanta to manufacture data processing equipment. It is slated to be in full operation in 1964. Vp Crosby M. Kelly said plant eventually may be expanded into a $16-million facility employing 2,000.

Ford has set April 15 as redemption date for $22 million of Philco-issued 4.25% convertible subordinated debentures due April 15, 1984. They were issued by Philco in 1959, assumed by Ford in connection with its acquisition of Philco. Redemption price will be 103.50% of principal amount, payable at Bankers Trust Co. of N.Y. Right to convert debentures into Ford common stock will continue to April 15.

Lynch Corp.'s board last week declared effective the exchange offer to stockholders of Peninsular Metal Products Corp. Some 196,000, or more than 52%, of Peninsular's outstanding common has been deposited with Lynch for exchange on the basis of one Lynch common and one 5-year purchase warrant for each Peninsular common.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Clevite	1961—year to Dec. 31	$ 90,080,200	$10,020,689	$ 5,142,689	$2.53[1]	1,892,546
	1960—year to Dec. 31	94,012,038	13,605,635	6,825,635	3.53[1]	1,883,447
Collins Radio	1962—6 mo. to Jan. 31	93,805,154	———	650,302	.29	2,223,575
	1961—6 mo. to Jan. 31	112,428,074	———	2,602,222	1.18	2,205,170
Decca Records	1961—year to Dec. 31	90,825,889	10,113,007	3,964,642	3.08	1,285,701
	1960—year to Dec. 31	85,408,692	14,694,666	5,524,757	4.29	1,285,701
Erie Resistor	1961—year to Dec. 31	23,691,861	———	495,050	.49	798,806
	1960—year to Dec. 31	25,902,646	———	616,517	.63	798,806
Famous Players Canadian	1961—year to Dec. 31	———	———	2,423,922	1.40	1,737,072
	1960—year to Dec. 31	———	———	1,857,251	1.07	1,737,072
GT&E	1961—year to Dec. 31	1,226,584,000	———	73,774,000	1.00[1]	73,287,000
	1960—year to Dec. 31	1,179,407,000	———	75,443,000	1.04[1]	71,698,000
Hewlett-Packard	1962—qtr. to Jan. 31	24,667,000	———	1,747,000	.15	10,689,706
	1961—qtr. to Jan. 31	20,608,000	———	1,452,000	.13	10,618,216
Lear Inc.	1961—year to Dec. 31	92,146,352	7,078,343	3,257,000[2]	1.16	2,804,898
	1960—year to Dec. 31	90,979,043	5,832,022	2,822,022[3]	1.03	2,749,885
Motorola Story p. 11	1961—year to Dec. 31	298,219,845	19,900,308	9,517,308	2.36	4,028,652
	1960—year to Dec. 31	301,049,185	26,548,813	12,633,813	3.14	4,030,262
	1961—qtr. to Dec. 31	90,516,076[5]	———	3,100,416	.77	4,028,652
	1960—qtr. to Dec. 31	76,568,642	———	2,850,962	.71	4,030,262
NAFI Corp.	1961—year to Dec. 31	67,595,931	3,838,750[4]	2,298,750	1.85	1,240,345
	1960—year to Dec. 31	58,409,153	2,898,580	1,728,580	1.42	1,215,755
National Union Electric	1961—year to Dec. 31	36,517,713	———	962,214	.17	5,747,479
	1960—year to Dec. 31	36,089,922	———	817,490	.14	5,747,479

Notes: [1]After preferred dividends. [2]Before special credit of $991,500 (35¢ a share) from sale of securities. [3]Before special credit of $801,743 (29¢) from sale of certain assets of LearCal Div. [4]After capital gains of about $900,000 from disposal of subsidiary companies and approximately $650,000 in non-recurring losses from terminated TV-film production & distribution business. [5]Record.

Zenith anticipates record sales & earnings in 1962's first quarter, Pres. Joseph S. Wright said last week, adding: "January TV set sales were the highest for any month in company history and the brisk pace held through February and is continuing in March." Current first-quarter records were set in 1960, when Zenith earned $3,855,129 on $68,144,976 sales. Exec. vp Sam Kaplan noted that stereo FM radio market is "proving to be a slow developing thing but is expected to be very important." For total 1962, "we look forward to a very good year altogether, barring a steel strike that could throw things out of kilter," Wright said. "The business atmosphere is good and the amount of money available for consumer expenditures is high."

Suit against 6 Philco stockholders balking at Ford's offer for their total 4,847 common shares has been filed in Philadelphia's Common Pleas Court by Helios Corp., established by Philco to handle transfer of its stock to new owner Ford. Suit charges that 6 stockholders, including Bache & Co. (3,400 shares), have refused an offer "in excess" of the fair value of their holdings. Each has rejected offer of $23.75 per share as alternative to exchanging each 4½ shares of Philco for one Ford share. Court has been asked to make independent determination of fair value as of Nov. 27, the day before Philco stockholders approved sales to Ford.

GT&E's 1962 annual meeting will be held April 18 at subsidiary Sylvania's Batavia, N.Y. plant. GT&E has about 300,000 shareowners.

Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
Advance Ross Elec.	Stk.	4%	Apr. 13	Mar. 4
CTS Corp.	Q	$10.12½	Apr. 20	Mar. 31
Electronic Assistance	Stk.	2%	Apr. 9	Mar. 19
ITT	Q	.25	Apr. 15	Mar. 23
Metromedia	SA	.10	May 31	Apr. 27
Newark Electronics-A	Q	.06¼	Mar. 30	Mar. 15
Howard W. Sams	Q	.15	Apr. 25	Apr. 10
Terminal-Hudson Elec.	Q	.06	Apr. 17	Mar. 22
Western Electric	Q	.90	Apr. 2	Mar. 20
Western Union	Q	.35	Apr. 16	Mar. 23

Reports & comments available: **RCA**, report, Cooley & Co., 100 Pearl St., Hartford 4. **GT&E**, analysis, Eastman Dillon, Union Securities & Co., 15 Broad St., N.Y. 5. **Varian Associates**, analysis, Orvis Brothers & Co., 15 Broad St., N.Y. 5. **"Reappraisal of Aerospace Stocks,"** pamphlet, A. M. Kidder & Co., One Wall St., N.Y. 5. **Raytheon**, comments, Paine, Webber, Jackson & Curtis, 25 Broad St., N.Y. 4. **Marshall Electronics**, offering circular, Richard Bruce & Co., 26 Broadway, N.Y. 4.

P. R. Mallory has signed agreements to acquire 40% interests in 2 Argentinian manufacturers: capacitor-producer Sociedad Industrial de Condensadores (SIC), which will be renamed SIC-Mallory, and Campania Argentina Berilio y Aleaciones (Cabya), maker of metallurgical products, which will be renamed Cabya-Mallory.

MAR 26 1962

WEEKLY

Television Digest

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The authoritative service for executives in all branches of the television arts & industries

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IMAGE-BUILDING TIME at ABC begins with replacement of Oliver Treyz as TV network chief. De-emphasis of action & adventure seen accelerating at all networks (p. 1).

ALLOCATIONS NOW IN CONGRESS' LAP, details of FCC position in hand. EIA won't give up, asks for law requiring vhf-uhf simulcasting, estimates 40% of set sales could be intrastate, unaffected by all-channel law (p. 2).

LOUD VOX POPULI IN CHICAGO, as special groups mostly damn, occasionally praise, TV stations in FCC's "local, live" hearing (p. 3).

COURT BMI-DIVESTMENT PLAN TURNED DOWN by TV stations. Next move up to Judge Ryan who had proposed stations drop BMI ownership in exchange for 17% drop in ASCAP fees (p. 4).

RED CARPET FOR GOVT. COMMUNICATIONS BOSS rolled out by Senate Commerce Committee at confirmation hearing. Stewart agreeable but noncommital (p. 5).

SATELLITE COMPROMISE GROWING after Kennedy-Kerr parley and Attorney General's testimony. RCA's Sarnoff willing to invest in Administration-type system (p. 6).

Consumer Electronics

ZENITH'S TRUESDELL urges close watch on inventories as TV production continues to exceed sales. Business seen good, but heavy output of 19-in. sets could spell trouble in slow 2nd quarter (p. 7).

JAPANESE ELECTRONICS BOOM continued in 1961, with virtually all manufacturers reporting sales & profits gains. Trend seen extending to '62 (p. 7).

PHILCO'S PRE-FORD EXECUTIVES—2 months later. Our talks reveal most uncommitted but exploring prospects; Fred Ogilby moving to Florida and out of TV-radio field (p. 8).

MAGNAVOX SCORES RECORD YEAR as sales & earnings hit peaks in 1961. Another high is forecast for 1962 (p. 12).

IMAGE-BUILDING TIME AT ABC: Firing of ABC-TV Pres. Oliver Treyz seems to signal end of an era at all TV networks. Not only have action-&-adventure shows (known in Washington as "sex & violence") stirred ire of FCC & congressional committees, they've reached point of diminishing returns with advertisers & viewers.

Treyz' action-&-adventure policy built ABC-TV from poor 3rd to hotly competitive network—until this season, when other networks began to clobber ABC at its own game. "Bus Stop" incident, which got Treyz into hot water with both Dodd Committee & FCC (Vol. 2:5 p3, 7 p1) was last straw, and presumably parent AB-PT decided he had outlived his usefulness after 5½ years as network chief. There was no specific Washington pressure for his ouster.

It's not end of road for action-&-adventure, but obviously it's real benchmark of de-emphasis in this category by ABC and other networks. CBS's re-hiring of Hubbell Robinson—who guided that network during TV's "golden age" (Vol. 2:11 p4)— is likewise significant of TV's changing climate. Coming network battle will be for ratings, sponsors and image—and NBC-TV's recent successes have shown they're not incompatible.

ABC-TV's image-building actually started last year with buildup of news & public affairs under vp James Hagerty, who was complimented on his job last month by FCC Chmn. Minow. Reactivation of network's "Discovery" program for children—praised by Minow but not televised this season—is another phase of "the new ABC."

Former TV program vp Thomas W. Moore is top man at ABC-TV now, with title of vp; presumably he's due to get president's stripes in few months, though vp-gen. counsel Everett Erlick is termed "the man to

watch." AB-PT Pres. Leonard H. Goldenson flatly denied industry rumors that Sylvester L. (Pat) Weaver had been approached for the job. Julius Barnathan has been elevated from o&o TV stations pres. to TV network vp-gen. mgr., and no doubt there will be other personnel changes in next few months. Treyz, officially announced as being slated for assignment to non-broadcast phase of AB-PT operations, told newsmen he had "nothing in mind" and would "relax for a while."

At CBS, too, there'll be more changes, as Hubbell Robinson moves back from Hollywood to N.Y. this week to take over as senior program vp. First echo came last week with resignation of Guy della Cioppa as Hollywood TV program vp, effective May 15. CBS Films Pres. Robert Lewine is expected to succeed him.

ALLOCATIONS NOW IN CONGRESS' LAP: Next allocations move is up to Congress. FCC has agreed to hold off deintermixture if it gets all-channel-receiver law (Vol. 2:12 p2)—but it doesn't want de-mix forbidden by law. Good guess is that Senate Commerce Committee might go along with Commission, but that House counterpart will be reluctant.

Commission assured Committee it would hold off on the 8 de-mixes proposed last year and give all-channel law time to prove itself. However, FCC said that previous de-mix cases—some in litigation or finalized—shouldn't be included in moratorium, that Commission should retain freedom to use its judgment. These are: Springfield & Peoria, Ill.; Bakersfield, Cal.; Evansville, Ind.

FCC made point that all-channel-law would have to be passed "by this Congress" if FCC were to agree to de-mix moratorium. What it meant was this session of Congress. Though FCC letter didn't spell it out, Commission doesn't believe it should remain committed if Congress does nothing. Of course, if Congress makes progress toward bill's passage but still doesn't pass it by adjournment, Commission isn't apt to rush pell-mell into de-mix while lawmakers are out of town. However, we can't visualize FCC ramrodding de-mix between Congressional sessions even if Congress does nothing but make noises from now until adjournment.

FCC's letter said there's plenty of legal authority to suspend de-mix, contrary to what some lawyers argue. It said that enactment of all-channel law would change picture so much that it would be justified in declaring de-mix moratorium.

Arguing against fixing de-mix into law, Commission said "such a statutory scheme would render administrative policy inflexible & ineffective." It said it believes all-channel law will achieve desired goal of making vhf & uhf work together. "But if it does not," FCC said, "the agency clearly has the duty to take further action." It said Congress created FCC to deal with precisely such complex matters. Otherwise, it added: "The responsibility for development of the nationwide TV system would then rest with the Congress, and, contrary to sound and well-established tradition and policy, the agency will have only the most limited role and discretion."

Comr. Lee offered separate statement, saying that he favors both all-channel law and de-mix, that the 2 complement each other, that FCC should declare moratorium on vhf drop-ins if it invokes one on de-mix.

EIA isn't folding its tent, despite big guns booming all-channel bill. Last week, it proposed to put the monkey on telecasters' back, too—suggesting to Congress that all-channel legislation be expanded to require all commercial vhf stations to telecast on both vhf & uhf. It gave 4 reasons:

(1) Many stations could use uhf to program public affairs, news, education, culture, local-interest material—for which they don't now have time.

(2) Public would have reason to buy all-channel sets—i.e., uhf signals.

(3) Manufacturers would have reason to produce all-channel sets—i.e., uhf signals.

(4) Telecasters could achieve "program and diversification at minimum cost and technical difficulty" by using existing towers. Cost of adding uhf, EIA said, would run $70,000-$270,000, depending on power.

EIA then came up with interesting statistic—40% of sets sold were in states with TV receiver plants. Thus, substantial part of intrastate sales—beyond reach of new interstate law—could continue to be vhf only, if manufacturers choose, and some have indicated they would so choose.

Of 1961's 6.1 million set sales, EIA said, 2,566,888 were sold in these states with receiver plants: N.Y., Cal., Pa., Ill., N.J., Ind., Minn., Tenn. Therefore, EIA concluded, FCC Chmn. Minow's estimate that most sets would be vhf-uhf within 6 years is wrong—and 7, 8 or more years is more realistic.

Winding up with its policy position, EIA stated: "The set manufacturing industry would be deprived of its right to determine for itself what it should produce for sale in interstate commerce, having to defer, like the consumer, to the omniscience of government. Such an imposition upon a free people seems to us absolutely indefensible and, we believe, without precedent where no question of public health or safety is involved."

EIA said it wouldn't challenge all-channel law in courts but asserted it's "inconceivable" that individual set makers wouldn't. Justice Dept. is ready to contest a challenge, Deputy Attorney General Byron R. White last week informed Sen. Pastore (D-R.I.), chmn. of Commerce Subcommittee. "Television receivers are obviously instrumentalities of interstate commerce," White wrote. "This is clear from the technological role they play in the process of communication from television studio to television viewer: it is only when the receiver translates the modulations emanating from the transmitter into sound and light that the process of electronic communication is completed. . . . This communication is national in scope; that there may be some local transmissions does not defeat the essentially interstate character of the process. . . . Such is the nature of television communications today, that every receiver is manufactured for interstate commerce, because it is itself an instrumentality of that commerce."

LOUD VOX POPULI IN CHICAGO: First phase of FCC's Chicago "local needs" hearing (Vol. 2:9 p3) went just about as you'd expect. File of witnesses paused in witness chair before Comr. Lee long enough to blast commercial stations (independent WGN-TV & ETV WTTW usually excepted) for giving them little attention. But fair number of witnesses stuck up for the stations, praised them for cooperation, expressed concern about FCC probing leading to "govt. control." Station witnesses get their licks in starting April 12. Examples of week's testimony:

Rev. John S. Banahan, dir. of Roman Catholic Archdiocese TV-radio office, said that WGN-TV & WTTW gave "remarkable service," while CBS's WBBM-TV & NBC's WNBQ give Catholics 8:30 a.m. Sun., "worst possible time," and ABC's WBKB was very uncooperative.

John H. Sengstacke, Negro spokesman, asserted that "the Negro as a human being doesn't exist" as far as attention from stations is concerned. Peter R. Scalise, Italian spokesman, complained of concentration on Italian gangsters.

Dale Pontius, political science prof. at Roosevelt U., said FCC should "get out of its ivory tower" and resign unless it brings about "an alteration of the ratio between rubbish & treasure." This moved Lee to remark: "It takes a good-humored man to sit & listen to the suggestion that the people who provided this hearing should perhaps be replaced."

In defense of stations were witnesses such as these: Perry L. Fuller, Chicago Bar Assn., said request for time by special groups, if all were granted, would completely fill stations' schedules. He stated that broadcasters should be allowed to "thrive or wither within the broad framework of the free enterprise system."

Joseph T. Meek, pres. of Ill. Retail Merchants Assn., said: "I would rather have the consumer dictate [television programming] through dial-twisting on a TV set, than have a busy gentleman miles away trying to dictate my tastes."

Noble J. Puffer, Cook County school supt., commended WNBQ for carrying notices of emergency school closings. Harold R. All, Internal Revenue Service, testified that stations gave "excellent" live & taped programs on income tax.

In speech before Chicago Broadcast Advertising Club, Lee said that hearing to date impressed him with fact that local operator isn't in position to accept responsibility for network programming and "we might just as well transfer by legislation responsibility for network programming directly to the network" —though he might change his mind. Lee also said similar hearings may be held in smaller cities.

Network spokesmen were asked to bring with them, when they take stand, all files dealing with

local live programming—since 1958. FCC counsel Arthur Gladstone asked for internal memoranda, budgets, personnel movements, etc.

Hearing appears to be giving FCC what it sought—chance for special groups to damn or praise stations, thus informing Commission, and chance for publicity to draw attention to possible shortcomings of stations.

Newspapers gave story national coverage—but local TV stations did complete pooled job, too.

COURT BMI-DIVESTMENT PLAN TURNED DOWN: Telecasting industry has rejected a court plan for resolving music-license-fee struggle between stations and ASCAP.

In closed N.Y. session last week, it's understood, All-Industry TV Station Music License Committee agreed virtually unanimously to turn down proposal advanced by Federal District Court Judge Sylvester J. Ryan. He had suggested that ASCAP give TV 10-year license with fees about 17% below present rates—if stations would drop their ownership of rival licensing organization Broadcast Music Inc. All-Industry group will now inform Judge Ryan of decision. Case is before him because of consent decree against ASCAP which requires court adjudication of rate negotiations when industry & ASCAP don't agree. Next move, apparently, is up to judge.

BMI was established by broadcasters in 1940, as an alternative music source, when they and ASCAP failed to agree on rates. Since then, BMI has grown to point that it licenses 41% of all radio-station music, ASCAP 49%; TV percentage is about the same. BMI annual revenues are $12.7 million, ASCAP $33.1 million.

RED CARPET FOR GOVT. COMMUNICATIONS BOSS: Senate Commerce Committee members, backed up by visitors from House side, fell all over themselves heaping compliments on Dr. Irvin Stewart, nominee for Director of Telecommunications Management (Vol. 2:9 p4). After confirmation hearing last week, Committee approved appointment, and Senate is considered certain to confirm him.

Some committee members were almost wistful in requesting Stewart to look into military reservation of portions of spectrum which broadcasters long have eyed covetously for more vhf channels. Holding up spectrum chart, Chmn. Magnuson (D-Wash.) pointed to small commercial TV portion, declared: "That little space allotted to television has caused this committee more trouble than anything else I've seen since I've been here." Commerce Communications subcommittee Chmn. Pastore (D-R.I.) chimed in, complaining about complexities of allocations, said: "We've been having a tough job up here . . . We only have 12 vhf channels and we're struggling with this problem every day. Now, if the government can release to us some of its space, we want to know; if it can't, we also want to know." Magnuson asked Stewart to make a progress report to Committee after he'd been on job for a while, said the Senate group "can't make decisions unless we know what the other hand is doing." Stewart was pleasantly noncommital, said he'd do the best he could.

New govt. communications boss will have complete authority over disposition of govt. portions of spectrum, answerable to no one but President, though technically he's an Asst. Director of Office of Emergency Planning. This was confirmed by question by Sen. Case (R-N.J.) who asked: "You will have the authority to release any government spectrum space to private users?" Stewart replied: "Yes, I'll offer no alibi." Responding to statement by Magnuson that he would be subjected to pressures to release some govt. space, Stewart agreed wryly: "My neck is on the line."

SATELLITE COMPROMISE GROWING: Middle ground in communications satellite ownership & operation began to emerge last week, after Senate Space Committee Chmn. Kerr (D-Okla.) met with President Kennedy and after Attorney General Robert Kennedy had testified. It seems Administration is willing to go along with letting private firms own ground stations and with reducing State Dept. role—but agreement on basic financing isn't apparent yet.

In House Commerce Committee hearing, Attorney General expressed concern lest AT&T dominate carrier-owned system. Rep. Celler (D-N.Y.), chmn. of Judiciary Committee, with similar fears, testified against both Kerr and Administration proposals, didn't come out for govt. ownership, asked for addition of safeguards to forestall "monopoly" by AT&T.

Sen. Kefauver (D-Tenn.) still wants govt.-owned system, scheduled hearings by his Anti-Trust Subcommittee starting March 29—but that approach hasn't a chance. RCA Chmn. David Sarnoff, in testimony before House Committee, affirmed support of Administration's proposal—and committed RCA to investing in system, something RCA Pres. Elmer Engstrom hadn't been prepared to do when he testified (Vol. 2:10 p4).

Soviet Premier Khrushchev, meanwhile, informed President Kennedy he's willing to join U.S. in space ventures, including communications.

CURRENT CAPSULES

FCC is assuming powers Congress hasn't given it—when it tries to protect stations from economic injury by denying microwaves to feed CATV systems. So stated NCTA last week, petitioning Commission to reverse Carter Mountain decision. In that case (Vol. 2:8 p4), FCC denied microwaves which would bring additional signals to CATVs in Thermopolis, Riverton & Lander, Wyo., saying it had to protect KWRB-TV Riverton. NCTA said fears of station demises because of CATV just haven't materialized. Also, last week, FCC ruled in favor of CATVs, dismissing complaint of WBOY-TV Clarksburg, W. Va. against local CATV. Station had claimed CATV must quit unless it meets common-carrier qualifications, but Commission held that system isn't a common carrier.

———■———

TV sex & violence hearings will be resumed within next 2 weeks by Sen. Dodd (D-Conn.) and his juvenile delinquency subcommittee. CBS-TV Pres. James T. Aubrey and NBC Pres. Robert E. Kintner probably will be chief witnesses. ABC-TV testified Jan. 25 in rough session featuring former Pres. Oliver Treyz (Vol. 2:5 p3) who was replaced last week by Thomas W. Moore. CBS & NBC sessions are expected to end hearing, Dodd planning to introduce legislation affecting programming.

Personals

John S. Hayes, Post-Newsweek stations pres., elected United Community Funds & Councils of America pres . . . **Frederick Pierce** named ABC-TV research & sales development dir. . . . **Charles H. Schultz**, former CBS-TV associate producer, named exec. producer, Educational TV for the Metropolitan Area, N.Y.

Howard B. Anderson, ex-ABC Films vp & sales mgr., named 20th Century-Fox syndication dept. mgr. . . . **George W. Cyr**, ex-WGR-TV Buffalo program dir., named to same post at WNAC-TV Boston . . . **David Milam** promoted to Petry Dallas office head.

Walter A. Scanlon, ex-CBS Films merchandising & promotion mgr., named NAB New England field rep.

Harry F. Schroeter, National Biscuit Co. general advertising dept. dir., named Assn. of National Advertisers broadcast advertising committee chmn.

Frederick L. Gilson named CBS Films St. Louis mgr.; **Jack Waldrep** promoted to Atlanta office chief . . . **Mitchell M. Benson**, ex-Talent Associates, named Westinghouse Bcstg. TV program mgr., a new post, in N.Y. . . . **Ray Junkin**, ex-Program Sales Inc. head, named Screen Gems (Canada) Ltd. gen. mgr., succeeding **Steve Krantz**, promoted to Screen Gems international div. sales chief, N.Y. . . . **Dick Wheeler**, ex-WFAA-TV, Dallas, named KOTV Tulsa news dir.

Obituary

Leon L. Caudle Jr., 50, chief engineer of WSOC-TV & WSOC Charlotte, died at his home there March 17 of heart attack. He supervised establishment of WSOC-TV in 1957.

"Charlie Walker" obscenity case went through another phase last week when FCC rejected claims of disc jockey Walker that tapes of his broadcasts on WDKD Kingstree, S. C. may have been tampered with (Vol. 1:14 p2). Examiner has recommended that FCC lift license of E. G. Robinson Jr. for permitting Walker to air his obscenities. In Feb., Walker wrote to FCC Chmn. Minow, stating that tapes introduced at hearing could have been altered and complaining that he hadn't been called to testify. He was answered last week by Broadcast Bureau Chief Kenneth Cox, who said that testimony about tapes was "unrebutted & unimpeached" and that examiner invited any-or-all to testify when hearing started.

Complaint to FCC Chmn. Minow by Indiana Bcstrs. Assn., protesting exclusion of TV-radio from FTC milk-war hearing in Indianapolis (Vol. 2:12 p 4), was answered last week by Minow's special asst. James Sheridan. He said that Minow believed FCC network hearings weren't disturbed by broadcasters' tools—but that he couldn't comment on FTC practices.

Col. Glenn's takeoff from Cape Canaveral was seen from unique position by NAB Pres. Collins, Rep. Fascell (D-Fla.) and 15-20 others aboard Miami-to-Washington plane. At urging of passengers, pilot throttled speed, coordinated flight with countdown received over radio, arrived near Cape just as rocket took off.

Operation of Syracuse Ch. 9 station in reasonably near future seems more likely than ever, now that 9 of the 10 applicants have agreed on an interim venture—only Syracuse TV abstaining.

ETV Ch. 10 CP in Pullman, Wash. has been awarded to Washington State U.

Add 40th birthdays: WSB Atlanta March 15, WLW Cincinnati March 22.

"Atmosphere of fear and economic strangulation which emanates from the nest of socialist-liberal thinkers in Washington" must be eliminated if the U.S. is to attain the greatness envisaged by its founding fathers, Taft Bcstg. Exec. vp Lawrence H. Rogers II told Alabama chapter of Sigma Delta Chi in Birmingham last week. "Without the added editorial voices of radio and television," this can't be done, he said. Citing trend from newspapers to TV as prime news source for many, he called it "more vital than ever for the TV and radio licensees of the nation to exercise their responsibilities in matters of public opinion."

Start fighting City Hall while there's still time, AFA Pres. C. James Proud warned Ad Club of N.J. last week. He reiterated AFA's opposition to proposed FTC temporary cease-&-desist order bill (HR-8830), pointed out that President Kennedy supported passage in his recent consumer message. Proud reviewed other restrictive legislative proposals, including mail rate increases and omnibus tax reform bill, urged admen to throw weight into fight against increasing govt. intervention into private enterprise.

Impressive local programming excerpts were shown in Washington last week by Corinthian Bcstg. Corp. at reception-dinner in Mayflower Hotel. Corinthian head John Hay Whitney was among greeters who welcomed substantial turnout of Senators, Congressmen, FCC members, et al. Group also announced new 6-week summer scholarship program at its stations for 3 college juniors & seniors.

Sale of KOGO-TV-AM-FM San Diego to Time Life Bcst. by KOGO Bcstg. Corp. for $6,125,000 has been approved by FCC. Commission also approved sale of 51.4% interest in KGMB-TV & KGMB Honolulu, KHBC-TV & KHBC Hilo, and KMAU-TV Wailuku, Hawaii, for $5,720,-820 to Hawaiian Publishing Holding Corp. by Hawaiian Bcstg. System Ltd.

Express Publishing Co., San Antonio, owner of KENS-TV & KENS, and publishers of *San Antonio Express* and *News*, has been purchased by Harte-Hanks, Texas newspaper chain, for $6.2 million. Harte-Hanks already owned 37.43%, purchased 33.33% from George B. Brackenridge estate for $3.3 million, approximately 24.6% from Huntress family for $2.9 million.

"Frontiersmen (j.g.)" is label given to ambitious young assistants in Administration by March 19 *Newsweek* article. Among members of "New Frontier Club" is Tedson J. Meyers, admin. asst. to FCC Chmn. Minow. Magazine says they're "powerful . . . arrogant . . . even to a noncommittal eye, they have an air about them, these men—a sense of power, a feeling of high places."

Educational TV for the Metropolitan Area has applied for call letters WNDT for its Ch. 13, N.Y. ETMA Pres. Dr. Samuel B. Gould said letters would be tied to slogan: "New Dimensions for Television." Station will begin televising test pattern & audio tone 1-8 p.m. daily April 2, start programming Sept. 16.

TvB of Canada will hold first annual meeting at Queen Elizabeth Hotel, Montreal, March 26. Bureau's first all-Canadian publication, *TV Basics*, covering aspects of Canadian TV advertising, will be introduced at meeting, scheduled during CAB convention.

Dave Garroway, part owner of *FM Listeners's Guide*, will address NAFMB convention in Chicago March 31, preceeding NAB convention.

FCC Chmn. Minow's associates were astonished by long report on his views in March 20 *Wall St. Journal*, asserting that many were off base. They point out, for example: (1) Article said Minow has been "largely thwarted by uncooperative FCC colleagues" and "a reluctant Congress"—but his relationships with them are very good, and he's seldom in minority on major matters. (2) Story says that Minow "has his eye on a large, network-affiliated TV station in Los Angeles that he thinks is ripe for license revocation on grounds that its program performance has not matched its promises." His colleagues say Minow has no such thing in mind. Minow himself declined to comment on article.

Scripps-Howard Bcstg. filed registration statement (SEC File 2-19988) for initial public offering of 375,000 shares of common stock, at $20 through underwriter First Boston Corp. Stock will be sold by 4 individual holders and E. W. Scripps Co., which currently owns 71.5%. After sale, Scripps will retain about 66⅔%, other 4 principals 10% aggregately. It operates WEWS Cleveland, WCPO-TV-AM-FM Cincinnati, WMCT, WMC & WMCF Memphis, WPTV W. Palm Beach, radio WNOX Knoxville.

QXR FM network of Interstate Bcstg. Co. will be operated by Fidelisound Media Corp. beginning about April 1. Interstate Exec. vp Elliott M. Sanger said operation of network of 16 FM stations by separate organization will speed up development. Interstate will have no ownership in Fidelisound, subsidiary of Novo Industrial Corp. New address of network will be 630 9th ave., N.Y. Novo's Chester M. Ross will be chief executive officer.

Sale of WDOK & WDOK-FM Cleveland to Transcontinent TV Corp. by Frederick C. Wolf *et al.* for $1.4 million has been approved by FCC. Purchase of WHFC & WEHF Chicago by L&P Bcstg. Corp. (Leonard & Philip Chess) for $1 million, from Richard W. Hoffman, has been negotiated by Blackburn & Co.

FCC denied petition to reconsider its approval of sale of KXLY-TV & KXLY Spokane (Vol. 2:7 p6) requested by former mgr. Richard Jones. Commission said it had found no pertinent information withheld, as charged by Jones, added that dispute over alleged non-payment to Jones for his interest in stations was matter for the courts.

Assn. for Professional Bcstg. Education will hold annual meeting at Conrad Hilton, Chicago, March 31-April 1, in conjunction with NAB convention. A highlight will be report on a "Broadcasting Industry Employee Research Study," based on results of APBE-NAB survey, which will be presented by NAB's James H. Hulbert.

Record daytime audience, 39.9 million homes (for 5 hrs., 15 min.), viewed Glenn flight, Nielsen reports. Total surpassed figures for Democratic convention (38.7 million), Republican convention (36.9 million), nearly equaled 40.6 million of Kennedy-Nixon debates.

TelePrompTer picks Wexton Co., N.Y., as ad agency—exec. vp Adrian S. Price account supervisor, Martin B. Brucker account exec.

Sweden expands TV & FM coverage, ordering 21 TV transmitters, 40 FM, from Marconi's—deliveries to come during next 4 years.

New England Citizens Crime Commission presents award to CBS for its "Biography of a Bookie Joint" (Vol. 2:7 p 5).

KTNT-TV & KTNT Tacoma-Seattle name Paul H. Raymer Co. rep.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

ZENITH'S TRUESDELL ON SALES & INVENTORIES: "Now is the time to be watchful," said Zenith Sales Corp. Pres. Leonard C. Truesdell last week as TV industry prepared to close books on good first quarter and move into traditionally slow April-May-June. "There's certainly no cause for alarm," he told us, "but the industry should be careful not to let itself be carried away and overproduce."

Comments of Truesdell, an acknowledged master of both merchandising & production control, carry particular weight. He's not speaking from hunger, since Zenith is just completing its best single quarter in history in black-&-white TV. And Truesdell's was first voice to warn of potential overproduction disaster 1½ years ago—in these pages back in Sept. 1960 (Vol. 16:39 p15)—signaling industry to apply production brakes.

Situation is quite different now, of course. As we pointed out 2 weeks ago, most manufacturers feel TV inventories are in healthy shape, considering sales gains over 1961 (Vol. 2:11 p7). And Truesdell agrees first-quarter business has been healthy. "There's certainly nothing disastrous—but at this time of the year, inventories bear watching."

Here's his reasoning: "The industry could be carried away by its preoccupation with this good business. Remember, we're going into the slow season. An extra one-week supply of TV sets for the industry at this time of year can represent as much as 3 or 4 weeks' supply during the slow months. So far in March, the industry is producing more TVs than it's selling. If this keeps up through April, inventories could be excessive in May & June."

April, May & June are traditionally the 3 slowest months for TV set sales at both distributor & retail levels. Historically, only 15% of year's sales to dealers and 16.8% of sales to public are made during 2nd quarter. Here's how other quarters stack up in percentage of year's distributor-to-dealer sales: first, 24.8%; third, 26.8%; fourth, 33.4%. In retail sales, pattern is: first, 25.5%; third, 25.6%; fourth, 32.1%.

Truesdell also feels industry's production mix is wrong. He reiterated contention which appeared last month in these pages—that buildup of 19-in. sets seems to be too great for sales (Vol. 2:8 p8). "The industry is going crazy on 19-in. sets; again in March, they're producing more than they're selling," with sales of 23-in. sets actually outstripping production. "This should be kept under control. Manufacturers should keep an eye on their profit status, and nothing can dissipate profits like liquidation."

As to trend to lower set prices—19-in. at $140 & 23-in. at $170—Truesdell expressed this opinion: "The industry can move so fast nowadays that nobody can gain a price advantage for more than 10 days—it takes about that long for competitors to meet price cuts. The industry is going down the road of no return [in pricing]—and Zenith is not going along."

How was Zenith's first quarter? A record all around, says Truesdell. In monochrome TV, it was company's best single quarter in factory production & distributor sales to dealers. "Our share of industry is higher than a year ago—and we're not giving it away for $139." In addition, color TV sales are "very satisfactory—better than we had anticipated." In radio & stereo, Zenith reported best business of any first quarter to date.

JAPANESE ELECTRONICS BOOM CONTINUES: Don't misread or overestimate reports of "slump" in Japan. From standpoint of electrical-electronics companies, profits have increased substantially from 1960 to 1961 and most firms are projecting similar gains in 1962.

Recently, we presented tabulation of increased sales & profits of U.S. TV-radio manufacturers for 1961 (Vol. 2:11 p7). Below you'll find similar table of Japanese electrical manufacturers who make TVs & radios—and you'll find sales & profits gains are more substantial.

The 3 leading electrical equipment manufacturers in Japan—Hitachi, Mitsubishi Electric & Tokyo Shibaura—reported total sales of $815 million, pre-tax profits of $68 million in their 1961 fiscal years, compared with $614 million & $52.9 million in fiscal 1960.

One major firm not on list below is Matsushita (although its non-consolidated subsidiary Victor Co. is), because its full-year report wasn't available at press time. Its report for 6 months ended May 20, 1961, however, showed net sales of $178,613,000 and pre-tax earnings of $19,816,000, up from $153,728,000 & $16,029,000 year earlier. Company is forecasting 32% increase in sales, 21% rise in profits and 92% boost in exports for 1962.

Particularly noteworthy is fact that Matsushita, like many other Japanese electrical-electronics firms, seems to be pinning its expansion plans on sharply increased exports. Matsushita is due to become active on U.S. TV market this year through its 14-in. Panasonic bookshelf TV. It's learned that Matsushita has contracted to sell 10,000 of these sets to Matsushita of America, beginning this spring. Other big Matsushita TV deals: 10,000 TV sets (17-in.) to Rumania from March to May, 10,000 TVs to Indonesia by June.

Because of growing significance and increasing interest in Japan as electronics producer—and in Japanese electronics firms—we have arranged with Yamaichi Securities Co. of N.Y. (111 Broadway) to list results of major Japanese firms in our regular back-page financial table, as they are announced. In meantime, here is recap of sales & pre-tax net profits for fiscal 1960 & 1961 of 7 major firms which have already announced their full-year results:

Company	Year Ended	1960 Sales	1960 Profit	1961 Sales	1961 Profit
Hitachi Ltd.	Sept.	$535,010,000	$44,169,000	$721,930,000	$57,558,000
Tokyo Shibaura Elec.	Sept.	370,640,000	36,067,000	494,120,000	44,644,000
Mitsubishi Elec.	Sept.	249,330,000	18,864,000	318,570,000	25,372,000
Nippon Electric	Sept.	85,220,000	8,014,000	115,590,000	9,564,000
Victor Co.	Sept.	39,350,000	3,047,000	50,420,000	3,928,000
Sony Corp.	Oct.	33,150,000	3,383,000	44,560,000	3,364,000
Nippon Columbia	Sept.	33,940,000	2,711,000	40,720,000	2,894,000

PHILCO'S PRE-FORD EXECUTIVES—2 MONTHS LATER: February 1 was severance day for goodly number of Philco career executives in wake of takeover by Ford Motor Co. (Vol. 2:4 p11). Their departure flooded TV industry with wealth of seasoned talent & experience, and last week we made rounds to see what plans these ex-Philcoites have made or are making.

Executives we spoke with last week are taking their time, analyzing individual situations & offers to assure making proper move. They can afford to move slowly because of Ford-Philco severance liberality—4 months' pay plus, in some cases, fruits of Philco's profit-sharing program and some special contracted financial arrangements. Although one executive told us bluntly "they didn't give us a thing that wasn't coming to us," most of ex-Philco people regard severance nest egg as insurance against fast decisions & quick moves. Here's rundown:

James M. Skinner, Jr., former pres., is still vacationing in Nassau but is due back in Philadelphia shortly. His plans are still under wraps.

Frederick D. Ogilby, pre-Ford vp & sales director, is moving out of both Philadelphia & TV-radio business. He told us he's sold his Rydal, Pa. home and is moving April 20 to Fort Lauderdale, Fla., 2422 Del Mar Place. He is buying into a chemical company in Fort Lauderdale. "It's a local company that needs national distribution," he told us, "and I'm going to help them get it."

Larry Hardy, longtime Consumer Products Div. vp-gen. mgr. who had planned retirement prior to Ford's entry, told us he's also leaving Philadelphia but only for an extended vacation that may stretch to a year. He's sold Jenkintown, Pa. home—to Ford colleague Gene McCormick, now Philco's finance vp. Hardy leaves April 15 for a 60-90 day West Coast jaunt. He then returns to apartment in Wyncote House, Jenkintown, before leaving in the fall for extended European tour "to see some of the sights I've always wanted to see." After traveling is over, in about a year, Hardy told us, "I want to spend some time in education—in the industrial design field." Hardy emphasized that he's neither a designer nor an educator, but "you don't have to be

either to teach about industrial trends & designs that can make money." He continued: "I'd like to contribute my experience to some institution, to teach youngsters practical designing. With the public, you can be a quarter or even one step ahead. But if you start designing for designing's sake, and get 3 steps ahead, you're dead. Designers have to learn this." Although Hardy is still putting in some time at Philco on some clean-up projects, he's spent his post-Philco days "getting my estate in shape so that I can run away from it."

John L. Utz, who was special markets director when he ended 25 years with Philco, told us "I'm having an excellent rest and taking my time. I've even played golf in the middle of the week—and I haven't done that in 25 years." He said he's "talking to a lot of people in all kinds of fields." Although "I'm not excited about leaving Philadelphia," Utz continued, "if the deal is right, I'll move most anywhere." He said he's discovered one interesting fact. "Marketing, which we take for granted in the TV field, is a whole new world to many companies in other fields. In the past, they've lumped marketing with peddling. I now find more and more of these companies now regarding the science of marketing with new understanding & respect."

John T. Morgan, Consumer Products Div. associate distributor accounts mgr., told us he is "still talking to people, mainly in the electronics field." He has "no commitments yet, but several things are hanging fire."

Walter H. Eichelberger, Jr., radio sales mgr. when he resigned after 14 years, was on a business trip when we contacted his home in Meadowbrook, Pa. We understand, however, that although he, too, is uncommitted, he is studying several prospects.

Henry Bowes & Robert Theis, of course, have moved into new posts. Bowes resigned as Consumer Products Div. vp-gen. mgr. under his own steam to take "a better job" with ITT in its Washington office (Vol. 2:3 p12). Theis, who moved out of Philco as Consumer Products Div. gen. sales mgr., moved into Sylvania Home Electronics presidency vacated by Peter J. Grant (Vol. 2:11 p9).

TV-RADIO PRODUCTION: EIA statistics for week ended March 16 (11th week of 1962):

	March 10-16	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	128,905	133,674	95,479	1,421,985	1,113,908
Total radio	243,136	132,997	285,464	3,909,426	3,034,220
auto radio	122,064	249,659	80,313	1,409,920	933,699

TOPICS & TRENDS

Reaction to Motorola's 23-in. table model at $169.95 (Vol. 2:10 p6) apparently will be long-term rather than immediate. There's no question that new price floor has been set under 23-in. as well as 19-in. sets now, but there may be waiting period before most big manufacturers officially try to match Motorola's price schedule. Here's why: (1) There's not much time left before introduction of new lines — May & June — and many manufacturers are going to wait until then. (2) The 23-in. set at $169.95 wasn't as startling as Motorola's 19-in. at $139.88. While no major brand 23-in. lines have officially started at $169.95, there have been on-&-off promotions at or near this price. Olympic, for example, has long had 23-in. table model (open list) very close to Motorola's in dealer price.

Speaking of lower-priced sets, Muntz has finally introduced its "Metropolitan" 19-in. set at $99, first forecast in these pages last August (Vol. 17:32 p19). Set uses 6 GE Compactrons. Also introduced by Muntz is 12-tube 23-in. table model at $139.95. Muntz also entered portable phono business with unit at $79.95. Story of Muntz TV's comeback, under guidance of Pres. Wallace A. Keil, is outlined in March 19 Electrical Merchandising Week, which states that Muntz now has about 1½% of TV market (which would be approximately 90,000 sets) and is aiming to double its share by end of next year. Keil is quoted as predicting $12 million sales, $1.1 million profits for fiscal year ending Aug. 31, and elimination of company's debts by next January.

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Delmonico International, importer of Japan Victor TV & stereo and other Japanese & German radios & phonos, reports Jan.-Feb. sales totaled more than $2 million, as opposed to $10 million for all of 1961. Exec. vp Herbert Kabat said "back order position on most of the line continues very heavy."

IRE International Convention this week at Waldorf-Astoria & N.Y. Coliseum is expected to attract more than 70,000 engineers & scientists. Principal speaker at March 28 Golden Anniversary Banquet will be RCA Chmn. Brig. Gen. David Sarnoff, onetime secretary of IRE. In technical sessions, emphasis is on space, computers & sophisticated components, with broadcasting & TV-radio receiver sessions cut down to half-day each this year although there will be fairly heavy emphasis on sound recording & reproduction.

The 3 papers in broadcast & TV receiver category: Recent Color-TV Developments, by research consultant B. D. Loughlin; TV Relaying via Satellites, by AT&T's H. E. Weppler; Semiconductor Applications to TV Receivers, by Texas Instruments' Roger R. Webster. In broadcasting category, FCC's Arnold G. Skrivseth will report on early returns from Commission's experimental WUHF N.Y., while Melpar engineers will describe WUHF's antenna. Other antenna papers will be given by RCA's M. S. Siukola & GE's R. E. Fisk. NBC's J. L. Hathaway will describe network's experiments with interleaved sound & picture transmission. Among audio papers is one on system of electrostatic recording, by engineers of Armour Research Foundation & du Pont.

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Tape recorder sales should rise 20% over 1961 this year, according to roundup in March 20 Home Furnishings Daily. Although figures on industry are sketchy, HFD says that 1961 unit sales were about 550,000 (excluding $20-$35 "toys") at about $60 million, up from some 500,000 in 1960. "Toy" sets—mostly imported—racked up sales of about 500,000 last year, the trade paper reports. HFD attempts to rank manufacturers by number of units (over $50 list) sold last year. Total of estimates for all companies comes to 982,000-1,112,000—about twice as many as industry actually sold. According to HFD tabulation, Webcor, Revere-Wollensak (3M) & V-M were biggest sellers last year, with Sony possibly No. 4.

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Stereo stations on air now total 80—latest starters being WASH Washington, D. C., KRHM Los Angeles & WSFM Birmingham, Ala.

Trade Personals

Gen. David Sarnoff, RCA chmn., and RCA counsel John T. Cahill, join board of Avis, 2nd largest car rental service—announced by Lazard Freres & Assoc., investment banking firm which has taken over control of Avis.

Douglas B. Annan elected pres. of Sprague Electric's Sprague-TCC (Canada) Ltd. . . . Frank M. Viles Jr. resigns as pres. of ITT's Distributor Products Div. to form Mark International Corp. to advise U.S. & overseas companies on marketing in foreign countries.

George R. Marek, RCA Record Div. vp-gen.mgr., will address opening day luncheon of Music Industry Trade show in N.Y. June 24 . . . Vin Zeluff named editorial dir. of *Electronics Products Magazine*.

Jules G. Cinque appointed Emerson Radio design dept. dir. . . . Takanobu Yoshihara named head of Toshiba's N.Y. office.

H. C. Tittle appointed operations planning vp, Sylvania Electronic Systems, Waltham, Mass., succeeded as vp-gen. mgr. of Buffalo operations by E. J. Vigneron . . . Henry R. Owen promoted to district mgr. of new GE closed-circuit TV sales office, 420 Lexington Ave., N.Y.

Francis X. Daly named administrative assistant to Charles J. O'Donnell, Allen B. Du Mont Labs gen. mgr. . . . Harold Nuttall named pres. of English Electric Corp., N.Y., succeeding E. Stanley Dean, retired; Nuttall succeeded as exec. vp by John S. V. Walton.

Neil J. Cantor, ex-George's Radio & TV, Washington, elected exec. vp of American Music Guild Inc. (record club), subsidiary of Space-Tone Electronics Corp., Washington.

Thompson Ramo Wooldridge for first time has nominated 3 outside executives for directorships on its board. Nominated for election at April 24 annual meeting are Cal. Tech professor & provost Dr. Richard F. Bacher, Eastman Kodak Pres. W. S. Vaugh, Mellon National Bank vp James T. Brown. They would replace Gen. B. W. Chidlaw & Dr. R. P. Johnson, who will continue as vps, and Gen. H. L. George, retired.

Obituary

Mrs. Cathleen Chamberlain Bennett, wife of Martin F. Bennett, RCA distributor and commercial relations vp, died suddenly March 22. In addition to Mr. Bennett, she is survived by a son & a daughter.

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Sylvania moves West: Shifting closer to midwest set makers, Sylvania is transferring part of its black-&-white picture tube production facilities from Seneca Falls, N.Y. to its Ottawa, O. plant. Transfer will be made over next 4 months, bringing employment at Ottawa up to 1,000 from 700 and reducing employment at Seneca Falls by about 300. After the change, according to Senior vp Merle W. Kremer, Seneca Falls facilities will primarily supply eastern replacement market. He added that Sylvania is still studying color tube market (Vol. 2:11 p9) and that if it does resume commercial production of color tubes, they will be made in Seneca Falls.

Reports & comments available: Indiana General, report, H. Hentz & Co., 72 Wall St., N.Y. 5. Radio Shack, report, Granbery, Marache & Co., 67 Wall St., N.Y. 5.

Harvey Radio Co. has been listed for trading on American Stock Exchange. Symbol: HRA.

Official TV-radio-phono production statistics for January, as released last week by EIA, show increases over Jan. 1961 in output of total TV, uhf-equipped TV, auto radio, home radio & FM sets—but decrease in phono production (both stereo & mono). Here is EIA's production comparison of Jan. 1962 with Jan. 1961:

	Jan. 1962	Jan. 1961
Total TV	488,869	367,935
TV with uhf	39,609	25,270
Total radio	1,350,630	1,090,073
auto radio	530,589	387,136
FM radio	76,510	50,421
Total phono	259,559	291,749
monaural	73,200	80,366
stereo	186,359	211,383

Mergers & acquisitions: GPE's subsidiary General Precision has purchased for $5 million the 50% interest in **Royal Precision Corp.** held by co-owner **Royal McBee Corp.** (Vol. 2:12 p10). **Telex Inc.**, Minneapolis maker of communications equipment & electronic devices, will acquire Tulsa-based **Midwestern Instruments**, subject to approval of latter's stockholders at March 27 meeting. Terms involve exchange of one share of Telex common for each 2¼ shares of Midwestern and conversion into common of $1.8 million outstanding Midwestern debentures. Midwestern makes tape recorders, recording oscillographs, other electronic equipment.

Value of TV & radio set shipments in 1960 dropped to $1,719,337,000 from 1959's $1,781,133,000, according to Commerce Dept. Receiver industry employed 71,743, had payroll of $340,600,000 during year, compared with 74,874 and $339,395,000 in 1959. Shipments of picture tubes fell off from $183,169,000 in 1959 to $179,932,000 in 1960, receiving tubes were down from $422,068,000 to $397,032,000 during year. Shipments of transmitting tubes rose slightly, from $291,903,000 to $292,842,000, all other electronic components also increased, from $2,047,784,000 in 1959 to $2,329,326,000 in 1960.

New plants & expansions: **Maxson Electronics** will build a $4-5 million hq-lab-production facility on 100-acre site at Great River, N. Y. All Maxson N.Y.C. activities will be transferred to new location. **Webcor** will start building this summer a $1-million, 125,000-sq.-ft. plant at Berkely, Ill. for its Govt. Electronics Div. Sales of this division are expected to total $8 million in 1962 fiscal year ended May 31—up from $4.5 million year earlier. **IBM** plans to construct a plant for its Components Div. on 500-acre site at East Fishkill, N.Y. Plant is slated for 1964 opening.

Philips Lamp, Netherlands-based worldwide electronics giant, reported a 4% sales gain in 1961 over 1960, but profits dropped 18%. Company attributed earnings decline in part to revaluation of Dutch guilder. It also reported making progress in efforts to get listing on N.Y. Stock Exchange. Approximately 37% of Philips common, which is traded here over-the-counter, is owned by U.S. shareholders. About same percentage is Dutch-owned.

Factory sales of both TV picture & receiving tubes opened new year well ahead of dollar & unit volume posted in Jan. 1961. Here are EIA's official figures, released last week:

	January 1962		January 1961	
	Units	Dollars	Units	Dollars
TV picture tubes	802,061	$15,625,304	707,833	$14,430,602
Receiving tubes	29,592,000	24,789,000	26,343,000	22,227,000

Officers-&-Directors stock transactions as reported to SEC for February:

Allied Artists. Maurice Goldstein sold 8,000, held 5,100. Roger W. Hurlock bought 500, held 28,200.

American Bosch Arma. Charles Allen Jr. bought 1,000, sold 4,000, held 42,457.

Ampex. Herbert L. Brown bought 1,125, held 3,798.

Arvin Industries. Fred E. Daniel sold 400, held 5,415.

Audio Devices. Joseph K. McCammon sold 3,000, held 7,043. Ralph W. Peverley bought 100, held 200.

Cohu Electronics. H. W. Cohu bought 1,000, held 8,000.

CBS Inc. Arthur Hull Hayes sold 2,000, held 7,047.

Decca Records. Milton R. Rackmil bought 300 as co-trustee, held 18,600.

GE. L. Berkley Davis sold 540, held 56.

Lafayette Radio Electronics. David A. Lomasney bought 500, held 8,000.

Movielab Film Lab. Harry Brandt bought 700, held 1,800. David E. Winer bought 1,000, held 1,500.

NT&T. Eugene V. Klein bought 27,400, held 122,623.

Packard Bell Electronics. Robert S. Bell bought 6,120, held 12,440. C. A. Duffy bought 1,020, held 1,122. Robert J. Haldeman bought 255, held 408. Robert E. Hogan bought 128, held 612. William H. Moore bought 714, held 1,214.

Paramount. Y. Frank Freeman sold 100, held 200.

RCA. Carroll V. Newsom bought 100, held 100.

Raytheon. Stanley P. Lovell sold 677, held none. John T. Thompson sold 300, held 52.

Screen Gems. Jerome Hyams bought 500, held 4,739.

Terminal Hudson Electronics. Irwin Hect bought 1,000, held 8,500.

Thompson Ramo Wooldridge. Dean E. Wooldridge sold 300, held 40,143.

Trans-Lux. Harry Brandt sold 100,000, held 90,264.

Trav-Ler. Joe Friedman bought 525, held 4,275.

Warner Bros. C. Allen Jr. sold 5,000, held 35,000.

Westinghouse. K. L. Bendetsen bought 200, held 200.

Zenith. Hugh Robertson sold 1,000, held 27,149. Sam Kaplan sold 1,400, held 9,580. John A. Miguel Jr. sold 400, held 800.

Ampex now expects to earn "around $2.4 million or $2.5 million" on sales of "slightly more than $80 million" in its 1962 fiscal year ending April 30, Pres. William E. Roberts said. This compares with fiscal-1961's loss of $3,930,000 on $70,105,000 sales. Previously, Ampex had forecast fiscal-1962 profit of about $2.2 million. Roberts attributed anticipated increase in earnings "partly to added sales volume, but principally to lower than budgeted expenses." He also noted that Ampex doesn't expect to pay common stock dividends "in the foreseeable future" because "we will need all of our capital for growth."

Four Star TV filed registration statement (SEC File 2-19961) for 211,250 outstanding shares of capital stock to be offered to public at $25 per share through underwriters headed by Paine, Webber, Jackson & Curtis, N.Y. Outstanding capital stock of the TV film producer totals 611,250 shares, of which Pres. Dick Powell owns 143,000, Vps Charles Boyer and David Niven 102,000 each, June Allyson Powell 60,000. Each proposes to sell 42,500. Exec. vp Thomas J. McDermott owns 72,000, proposes to sell 30,000. Remaining 11,250 shares are held by 2 others, who also propose to sell them.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Common Share Per	Common Shares
Allied Artists	1961—26 wks. to Dec. 30	$ 5,412,000	$(1,041,000)	$ (996,000)[1]	——	911,278
	1960—26 wks. to Dec. 30	7,560,000	363,000	312,000	$0.32[2]	899,723
Allied Radio	1962—6 mo. to Jan. 31	25,957,785	———	723,989	.67	1,065,098
	1961—6 mo. to Jan. 31	20,594,645	———	570,145	.53	1,019,739
	1962—qtr. to Jan.31	14,859,484	———	468,849	.43	1,065,098
	1961—qtr. to Jan. 31	11,780,488	———	367,055	.34	1,019,739
Avco	1962—qtr. to Feb. 28	83,179,565	6,971,459	3,321,459	.31	10,846,897
	1961—qtr. to Feb. 28	73,693,944	4,876,375	2,451,375	.24	10,349,959
Clarostat	1961—year to Dec. 31	9,310,102	———	311,771	.64	484,392
	1960—year to Dec. 31	8,487,850	———	222,932	.46	484,392
Columbia Pictures	1961—6 mo. to Dec. 31	———	1,890,000	1,637,000[3]	1.02	1,497,650
	1960—6 mo. to Dec. 31	———	(522,000)	(522,000)[4]	——	1,497,650
Esquire Radio & Electronics	1961—year to Dec. 31	———	———	81,601	.20	417,650
	1960—year to Dec. 31	———	———	137,786	.33	417,650
General Bronze	1961—year to Dec. 31	18,641,852	(2,388,832)	(1,663,832)[5]	——	391,820
	1960—year to Dec. 31	29,026,753	(75,382)	2,618[6]	——	384,137
Gross Telecosting	1961—year to Dec. 31	2,348,253	1,202,952	582,952	1.46	400,000
	1960—year to Dec. 31	2,454,103	1,284,715	639,715	1.60	400,000
Heli-Coil	1962—qtr. to Jan.31	2,300,814	———	329,487	.47	———
	1961—qtr. to Jan. 31	1,673,922	———	196,771	.29	———
Magnovox Story below	1961—year. to Dec. 31	140,782,333[7]	18,176,871	9,006,871[7]	1.26	7,150,975
	1960—year to Dec. 31	124,879,052	13,117,052	6,533,052	.92[8]	7,095,504[8]
Movielob Film Labs	1961—year to Dec. 31	5,810,000	———	279,500	.89	312,500
	1960—year to Dec. 31	5,047,000	———	218,000	.70	312,500
Muntz TV Story on p. 9	1962—6 mo. to Feb. 28	6,257,293	———	600,889	.43[5]	1,409,982
	1961—6 mo. to Feb. 28	5,198,401	———	404,936	.29[2]	1,175,876
Songomo Electric	1961—year to Dec. 31	48,397,578	3,123,310	1,745,310	1.07	1,636,378
	1960—year to Dec. 31	49,809,721	1,153,823	688,823	.42	1,622,151
Sonotone	1961—year to Dec. 31	22,328,588	(190,726)	(103,726)[9]	——	1,169,137
	1960—year to Dec. 31	20,776,364	890,610	490,610	.40	1,158,745
Stewart-Warner	1961—year to Dec. 31	111,676,573	———	6,867,461	2.06	3,322,733
	1960—year to Dec. 31	107,348,373	———	6,180,294	1.86	3,296,016
Time Inc.	1961—year to Dec. 31	301,554,000[7]	15,205,000	8,705,000	4.27	2,037,000
	1960—year to Dec. 31	287,121,000	16,903,000	9,303,000	4.75	1,957,029
Universal Pictures	1962—13 wks. to Jan. 27	———	———	1,259,880	1.38[2]	887,790
	1961—13 wks. to Jan. 27	———	———	1,000,653	1.09[2]	888,390
Victoreen Instrument	1961—year to Dec. 31	17,191,177	———	(144,777)	——	2,112,468
	1960—year to Dec. 31	14,042,098	———	490,496	.31	1,594,249

Notes: [1] After $45,000 tax credit. [2] After preferred dividends. [3] Before profit of $413,000 (28¢ a share) on sale of properties. [4] Before profit of $1,617,000 (66¢) on sale of properties. [5] After $725,000 tax credit. [6] After $78,000 tax credit. [7] Record. [8] Adjusted for 3-for-1 stock split, July 1961. [9] After $87,000 tax credit.

Magnavox Scores Record Year: Magnavox sales & earnings rose to peak levels in 1961 (see financial table) and "every indication is that 1962 will be another record year," vp-treas. J. S. Sturgeon reported last week.

Sales in 1961 rose 13% to $140.8 million from 1960's $124.9 million. Earnings jumped 38% to $9 million from $6.5 million. Sturgeon attributed "disproportionally higher" profit rise to both increased sales volume & operating efficiencies.

Magnavox's record 1961 pace continued into new year. Sturgeon said that sales outlook for first quarter indicates "a 40% to 45% gain with earnings increasing at a somewhat higher rate." January & February sales ran 37% ahead of year ago.

Forecasting total 1962 results, Sturgeon said "sales are expected to increase some 40% to about $200 million level with earnings in the $1.75 to $1.85 per share area."

Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
Motorola	Q	$0.25	Apr. 13	Mar. 30
Movielab Film Labs-A	Stk.	2%	June 20	June 1
Movielab Film Labs-A	Stk.	2%	Dec. 20	Dec. 1
MPO Videotronics-A	Q	.10	Apr. 16	Mar. 30
MPO Videotronics-B	Q	.001	Apr. 16	Mar. 30
Republic Corp.	Q	.15	May 15	Apr. 27

National Video Corp. Pres. Asher J. Cole, beneficial owner of more than 10% of the common stock of the company & subsidiary Rico Electronics, has sold 25,040 Class B shares, reducing his holdings to 75,120 shares. Earlier, he had eliminated his holdings of Class A stock by selling 20,040 shares.

GT&E has registered with SEC $50 million of sinking fund debentures due 1987, to be offered through underwriters headed by Paine, Webber, Jackson & Curtiss.

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WEEKLY
Television Digest

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The authoritative service for executives in all branches of the television arts & industries

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Broadcast

NAB'S 40th—GROWING CONFIDENCE & STRENGTH pervades industry, Collins' supporters insisting his leadership staved off bitter legislative medicine (p. 1).

MINOW'S UPDATED VIEWS ON MAJOR MATTERS offered in pre-NAB interview covering Congress, allocations, local hearings, network regulation, program ratings, magazine concept, revocations, fees, etc. (p. 2).

SKIDS GREASED FOR ALL-CHANNEL BILL, House Commerce Committee approving measure which would withhold from FCC power to prescribe "minimum performance" (p. 2).

ABC'S COLOR PLANS WELCOMED AS HYPO in autumn start. Last 2 major set-maker holdouts—Motorola & Westinghouse—also taking plunge (p. 3).

DIRECT SPACECASTING to home TV sets rejected in NASA-supported study as "extravagant, unnecessary" and probably impossible in near future (p. 3).

FCC WINS 'SEEK-OUT-NEEDS' COURT CASE, judges holding Commission has power to ask applicant to study community, stating freedom-of-speech issue not involved (p. 4).

FCC MULLING STAFF REVIEW BOARD, considering kinds of cases to be delegated—to free commissioners for major policy work (p. 4).

USIA TV GROWING BY LEAPS & BOUNDARIES, serving over 80 foreign countries. New director Hill calls program quality increase essential (p. 4).

DENVER PAY-TV TEST asked by KTVR in FCC filing. Teleglobe system would be used in Bartell-backed experiment, with at least 2,000 subscribers (p. 5).

Consumer Electronics

FTC HITS MOTOROLA FOR 'DECEPTIVE CLAIMS' for TVs & radios. Motorola says charges "unfounded," will contest down the line (p. 9).

COMPONENTS MAKERS SOLD MORE for less in 1961. Aggregate sales of 15 manufacturers rose to $1.04 billion from $1.018 billion in 1960, but their profits sloughed off (p. 9).

NEW-LINE CALENDAR gives dates & locations of showings of 1963 merchandise by major manufacturers (p. 10).

FAR-OUT ELECTRONIC devices discussed at IRE offer preview of future consumer products: 3-D TV without glasses, electrostatic picture recording, TV radar (p. 12).

ADMIRAL CHARTS PROFIT COURSE. Buoyed by best 4th quarter since 1954, company reverses 1960's $2.5-million loss with $2.5-million profit in 1961 (p. 13).

NAB'S 40th—GROWING CONFIDENCE & STRENGTH: NAB 40th convention starts in spirit of rising confidence & optimism—marked contrast to dismay & anger which pervaded last year's convention.

There are responsible broadcasters who retain misgivings about intrusions of Minow-led FCC into industry affairs and would have NAB Pres. LeRoy Collins attack govt. on every front.

But there's large and growing belief that Collins' approach is correct—that industry should acknowledge some shortcomings and do a job of positive self-regulation.

Collins and his associates haven't slightest doubt about efficacy of that course. They point to:

(1) NAB-prompted Oct. 6 program-form conference with FCC, asserting that this is saving industry enormous expenditures of money & effort.

(2) Strengthening of Codes—getting network cooperation in programs as well as commercials—with result that Congress & FCC are easing pressures.

(3) Research & training program will be "real," will feed back results to industry in usable form. For example, research will include effort to determine TV's role, if any, in juvenile delinquency.

(4) Collins' work for all-channel-receiver legislation and his efforts to stave off network regulation. They believe Congress won't pass network regulation bill and that Collins' efforts will be instrumental in blocking it.

(5) FCC's concern with radio overcrowding stems from Collins' missionary work.

Collins' supporters insist that if industry had done nothing but oppose implacably every govt. move Congress would now be seriously considering legislation of shocking scope, more restrictive than anything yet seen. Collins' speech may be expected to reflect assurance & confidence in path NAB has followed.

As for FCC Chmn. Minow, no one expects him to make another "vast wasteland" speech. He might even say something pleasant. (For his current views on major topics, see below.)

MINOW'S UPDATED VIEWS ON MAJOR MATTERS: We interviewed FCC Chmn. Newton Minow just before he left for Chicago NAB convention last week, got quick rundown of his current views on number of major topics. Excluded, of course, was discussion of radio's problems—which is major theme of his NAB speech. Herewith are his comments:

(1) Congress & legislation. "I've appeared before many committees and I've found them very fair, very cooperative—contrary to what some people told me to expect. I wish I could spend more time exchanging views with individual members.

"I'm gratified with the House Commerce Committee's action on the all-channel-receiver bill—and optimistic about its chances for passage. The legislation may turn the tide. We may now see innovations in uhf —such as higher power."

(2) Chicago-type local hearings. "We haven't heard the other side yet. I've talked with Comr. Lee —who, incidentally, is doing a fine job—and he believes it will prove a useful process. It shows promise as a new means of communications among FCC, the public and broadcasters. Will we have more? Perhaps. It also depends on the results and the budget."

(3) Network regulations. "We hope to develop a speedy report on the hearings. When the record is analyzed, I think that it will clearly show need for direct regulation of networks. The telecasts of the hearings, by the way, stimulated more reaction from the public to the Commission—most of them saying that something should be done about network practices."

(4) Program ratings. "The question is whether they're employed properly. The Harris committee is studying it—and we're cooperating."

(5) Magazine concept. "This has been suggested seriously by knowledgable people. But it's involved in the network proceeding and we can't prejudge it."

(6) Revocations, renewal denials, fines. We've met these problems head on. It shows everyone that we're serious. I don't think we need more or less action than we've taken."

(7) License fees. "The principal objection is that the move isn't govt.-wide. I appreciate this—but have our own responsibility, too. Fees or no fees, we need to reorganize to speed processes. Applicants are entitled to speed. I think there's a real need for broad delegations to the staff in non-adjudicatory actions. I'm also impressed with the concept of separating FCC's administrative & legislative functions from the judicial."

SKIDS GREASED FOR ALL-CHANNEL BILL: Prospects for all-channel-set law are very strong now, following House Commerce Committee's approval of HR-8031. FCC members and telecasters were happy about it, though some at Commission didn't like one amendment which would prevent it from specifying "minimum performance" of sets. Telecasters would have preferred to have prohibition against deintermixture encased in law itself—but they and House Committee are satisfied that FCC's word on de-mix moratorium is binding (Vol. 2:13 p2).

Most set makers remain opposed to bill—but EIA spokesman said they were glad at least to see minimum-performance power withheld from Commission.

One FCC member commented: "At first blush, I was concerned about the elimination of the minimum-performance feature, fearing that some set makers would put a mere token uhf tuner in their sets. However,

American industry doesn't work that way. Manufacturers will compete for quality, as they always do." An AMST spokesmen said group has no quarrel with the amendment: "We expect that any manufacturer worth his salt will abide by the spirit as well as the letter of the law. We think the bill has very good prospects—but it will take very intense effort by the industry to get it through."

Bill presumably will come up for House vote soon, then Senate Commerce Committee takes over. Some observers foresee effort in Senate to get minimum performance feature reinstated. Key paragraph of bill provides that FCC will:

"Have authority to require that apparatus designed to receive television pictures broadcast simultaneously with sound be capable of receiving all frequencies allocated by the Commission to television broadcasting when such apparatus is shipped in interstate commerce, or is imported from any foreign country into the United States, for sale or resale to the public." Old bill would have permitted FCC to "prescribe minimum performance capabilities" of sets.

If bill doesn't pass this session, it's understood House members will fight for House resolution asking FCC to hold off de-mix until next session can again consider all-channel bill.

ABC'S COLOR PLANS WELCOMED AS HYPO: ABC-TV's plan to start colorcasting in the fall, joining lonesome NBC-TV, comes as welcome shot in arm to industry. Starting initially with at least *Flintstones, Matty's Funday Funnies* and new Sun. p.m. feature films, network reports it will then expand. There's no change in CBS policy, i.e., it will get into it when there's enough viewer interest and receivers.

ABC's 5 o&o's will carry all color shows—as will those affiliates equipped to rebroadcast them. AB-PT Pres. Leonard Goldenson said public's interest in color has grown to point justifying ABC's entrance, noted that ABC has studied color for long time and has nucleus of experts.

Manufacturers primarily welcome ABC's offerings—and with Motorola & Westinghouse planning introduction of color lines this fall, last 2 major set-maker holdouts have joined fold. Watch the predictions of color set sales now rise.

NASA STUDY REJECTS TV SPACECASTING: Telecasting from satellites direct to home TV receivers would be "an extravagant & unnecessary demonstration of technical competence" which may be well-nigh impossible in near future, anyway.

These were conclusions reached by Stanford Research Institute in special study for NASA, which included feasibility & desirability of telecasting from satellites—as presented to IRE convention last week by SRI engineer Richard G. Gould. Direct TV broadcasting from space has been proposed by several industry leaders as way of wiping out illiteracy, spreading education, telling American story to whole continents simultaneously. In his paper, Gould made these points:

(1) Programming problems make such telecasting undesirable. Even in U.S., he pointed out, there are very few live nationwide telecasts because of time zone problems. Aside from sports, only 16 hours of programming were carried coast-to-coast live by CBS-TV last year. From standpoint of live foreign events, he pointed out, Olympic Games occur every 4 years, world fairs average of every 10 years, coronations average every 25 years—and satellites must be paid for 24 hours a day.

(2) Language & frequency barriers impose additional difficulties. Most hemispheres, or even continents, have many languages and TV frequency standards. Even in the Western Hemisphere, 22% of TV sets outside U.S. use 625-line, rather than 525-line standards.

(3) Receiver problems would be almost insurmountable. Each home would have to have extra receiving antenna—parabolic unit, 10 ft. in diameter, aimed skyward. If vhf channel is used, existing stations would have to be displaced. Ch. 13, for example, is used by 38 stations in U.S., 5 each in Canada & South America. If uhf is used, transmitter power would have to be increased vastly; conversion would be problem.

(4) Transmitter power requirements are far greater than some sources indicate. On basis of present receiving sets, vhf transmission would require transmitter power of 100 kw, ERP of 300 kw; uhf would need 265-kw transmitter, 796-kw ERP. Proposed SNAP-8 nuclear power generator would yield power of about 60 kw.

Gould concluded that only practical TV programming use of satellites is in field of transmission to networks, rather than to homes. Stanford-NASA study also included feasibility of FM & AM broadcasting from satellites, but conclusions of this portion of project weren't disclosed.

FCC WINS 'SEEK-OUT-NEEDS' COURT CASE: To surprise of very few, FCC won "Suburban" case in Court of Appeals last week—and powers of Commission in one programming field appear to remain unchanged.

As you'll recall (Vol. 17:27 p1), Commission denied application of Suburban Bcstrs. for Elizabeth, N.J. FM station on grounds principals did nothing to show they had tried to seek out programming needs of community. Suburban took Commission to court on grounds of censorship and violation of freedom of speech.

Court unanimously stated that Commission certainly has power to ask applicants to "seek out needs." Judges Bazelon, Bastian & Burger, in decision written by Bazelon, carefully & explicitly said they didn't need to worry about basic constitutional freedom grounds in this case. Rather:

"We think these broad contentions are beside the narrow point at issue upon this record. It may be that a licensee must have freedom to broadcast light opera even if the community likes rock & roll music, although that question is not uncomplicated. Even more complicated is the question whether he may feed a diet of rock & roll music to a community which hungers for opera. These are questions, however, that we need not here decide. As we see it, the question presented on the instant record is simply whether the Commission may require that an applicant demonstrate an earnest interest in serving a local community by evidencing a familiarity with its particular needs and an effort to meet them."

U.S. Supreme Court's 1943 decision in NBC case, Court said, settled issue in favor of FCC: "In sustaining the regulations, the Supreme Court held that the Commission may impose reasonable restrictions upon the grant of licenses to assure programming designed to meet the needs of the local community." Suburban's attorneys said client hasn't decided whether to appeal.

FCC MULLING STAFF REVIEW BOARD: New FCC staff Review Board, contemplated by reorganization law designed to relieve commissioners of routine chores, will be considered by Commission at special April 12 meeting. Proposed revisions of rules, as drafted by staff under Commission instructions, are understood to include requirement that Board:

(1) Would handle interlocutory matters now acted upon by full FCC or Motions Commissioner.

(2) Review all AM & FM initial decisions except revocations & renewals, multiple ownership, Class II-A operations on clear channels.

(3) Review initial decisions on TV translators, safety & special service proceedings, certain common carrier proceedings, suspension of operator permits.

Proposed changes are said to leave Commission plenty of discretion in making exceptions to foregoing. Also, new rules would have Commission deciding, on case-to-case basis, which initial decisions should be reviewed by one commissioner or a panel of them.

Appeals could be taken, under proposed rules, to full Commission by any applicant who loses in decision by Review Board, panel of commissioners, etc.—but Commission can grant or deny such appeals without giving reasons.

Staff draft acknowledges that changes may be needed from time to time—and recommendations of private practitioners would be invited. It's understood that Comr. Lee doesn't believe Review Board would have enough to do. He recommends that 5 more hearing examiners be appointed and that Review Board job be rotated among examiners who would preside at hearings when not on Board.

USIA TV GROWING BY LEAPS AND BOUNDARIES: USIA's fledgling TV service, only 3½ years old, is picking up steam in race to catch up with big radio Voice of America. TV division's programs now reach estimated 180 million viewers in some 80 foreign countries (see table below).

Constant improvement & growth in techniques, programming, facilities and staff is essential to keep pace with explosive growth of new nations around the globe, according to service's young (38) new director, Charles N. Hill, who is no stranger to getting message across to large audiences. As producer-director for CBS & NBC, he worked on such notable series as *See It Now, Nation's Future, Person to Person, Conquest, State of the Nation, Walter Cronkite & the News.*

Service will have 2 new fully-equipped studios in Washington's Old Post Office Bldg. about Sept. 15. Studios include tape and kinescope equipment. Biggest emphasis will be on increased programming quality, which Hill describes as essential to meet needs of rapidly-becoming-sophisticated foreign audiences. Programs in the works include *Latin American Forum*, in which South American students question U.S. officials on world events, and tentative series called *The World of Ideas* being developed by Hill to dramatize advances in technology by various nations.

Long-range outlook for USIA TV service, according to Hill: "Within the next 10 years, the TV division should come close to or match VOA radio."

Here are TV service's latest estimated figures & projections of its worldwide coverage:

	December 1961		June 1962		June 1963	
	Transmitters	Receivers	Transmitters	Receivers	Transmitters	Receivers
Far East	194	10,508,973	232	11,810,850	274	14,547,425
Near East	20	321,985	32	356,425	52	499,050
Africa	15	118,850	22	159,300	46	248,650
Latin America	130	4,163,950	153	4,827,900	172	5,504,020
W. Europe	1162	28,359,060	1244	31,151,500	1398	34,727,000
Total Free World	1521	43,472,818	1683	48,305,975	1942	55,526,145
Communist Bloc (not covered by USIA TV)	393	10,661,650	513	13,379,200	659	17,322,500

TELEGLOBE FILES FOR DENVER PAY-TV TEST: Application for on-air pay-TV test using Teleglobe system was filed with FCC at week's end by KTVR Denver (Ch. 2). Two-thirds of Denver franchiseholder Teleglobe-Denver is held by Macfadden-Bartell Corp. (Macfadden publications, Bartell broadcasting interests), remainder by Teleglobe Pay-TV System Inc.

Teleglobe system, possibly simplest pay-TV technique proposed so far, involves no signal scrambling, no attachments to TV set (although antenna-mounted coding devise may be made available later for sporting events). Station merely broadcasts picture without sound, audio portion being carried to separate speakers in homes via telephone company lines. Billing is done from central point, using scanning technique and punched paper tape recording.

Applicants told FCC they hope to get started within 6 months after authorization, or as soon as 2,000 subscribers have signed up. They hope to provide at least 14 hours weekly of prime-time programming at charges of $1-$2 per program.

Subscribers would pay $10 interconnection charge imposed by phone company and monthly minimum charge of $3.25 a week—same minimum as that to be charged in Zenith-RKO Phonevision experiment scheduled to start on WHCT Hartford (Ch. 18) in June. Subscribers would not pay for loudspeaker which would be provided by Teleglobe-Denver, and which would be fed piped-in music (plus announcements of coming pay-TV attractions) when no pay-TV programs were on air.

Teleglobe speakers, to be made by Sylvania, would cost company less than $20 each, Teleglobe pres. Sol Sagall said at N.Y. news conference. Billing costs, using machines to be built by Automatic Electric (which, like Sylvania, is a GT&E subsidiary), would come to about $1 per year per subscriber, he said, comparing these costs with $167 per subscriber, which he said was cost to Zenith of its pay-TV decoders.

Bartell-Macfadden expects to spend $350,000 getting system going, will invest that sum in Teleglobe-Denver. KTVR is currently owned by J. Elroy McCaw, but its transfer to CATV owner & broker Bill Daniels is pending. Both McCaw & Daniels have agreed to financial arrangements for compensation of station, which provide for stock options in Teleglobe Pay-TV System Inc., cash payment out of profits by Teleglobe-Denver equivalent to KTVR's one-time national card rate for pay-TV programming time, plus 20% of Teleglobe-Denver's annual net profit before taxes. KTVR has no network affiliation, is one of 4 Denver commercial stations, all vhf.

CURRENT CAPSULES

Ex-ABC-TV Pres. Oliver Treyz wound up logically & fast at Warner Bros. after sudden dismissal by ABC (Vol. 2:13 p1); on May 1 he becomes vp & world-wide sales mgr. at 666 Fifth Ave., N.Y. Treyz had pushed hard to get Warner's output on ABC-TV, wound up as exclusive network customer of the film producer —pioneering such successes as *Maverick, 77 Sunset Strip*, etc. Warner's now wants to diversify into CBS-TV & NBC-TV, expand foreign market, produce more "serious" shows of type ABC-TV had turned down.

As if to punctuate Treyz departure, new ABC-TV chief Thomas Moore announced return of *Voice of Firestone*, Sun. 10 p.m., starting Sept. 30. Firestone had complained bitterly to FCC & Congress when it left ABC-TV in 1959 after network couldn't come up with satisfactory time period. Moore was busy shifting lineup like mad, including addition of 30 post-1955 UA feature films for Sun. 8-10 p.m. starting in fall.

■

Print media get clobbered, for a change. TV mogul David Susskind writes in *Saturday Evening Post* that mediocrities have taken over in practically every phase of American life, including movies, books, magazines, newspapers, clergy, education and politics. Mediocre newspapers outnumber good ones by more than 20 to 1, he declares. With notable exceptions, he adds, press is filled with more sex & violence every day than you can find in 3 weeks of solid televiewing. Close on Susskind's heels was Chrysler Corp. vp Byron J. Nichols, blasting publications whose editorial integrity gives way to advertising pressure. Recent survey of 15,000 editorial personnel by his PR dept. turned up "disconcerting number" who said "unless you advertise with us, we're not interested in any news from you," he declared. Nichols told San Diego Ad Club there's no room for pressures of any kind on broadcasting & publishing.

■

Compromise communications satellite bill was approved by Senate Space Committee last week, most parties apparently satisfied except Sen. Kefauver (D-Tenn.), whose anti-trust subcommittee began hearings, fearing "monopoly." Modified bill reported by Space Committee calls for issuance of one class of stock at $100 per share, 50% to public, 50% to international communications companies. Of public portion, maximum of 20% could be purchased by foreign govts. Corporation would be directed by 15-member board, 6 each named by companies and private shareholders, 3 appointed by President with Senate approval. Although bill provides for ownership of ground stations by the new corporation, it also will allow individual companies to own these facilities, subject to FCC approval. Bill now goes before Senate Commerce Committee, where hearings are expected to start next week.

■

Next move in industry-ASCAP music-license dispute is expected in about a month. N.Y. Federal Judge Sylvester Ryan indicated last week that he expected to rule within that time on whether he has power to act on TV industry's petition for new license principle—clearance at the source and limited license. Industry group had informed him of its rejection of his recommendation that stations divest themselves of BMI ownership in exchange for 17% cut in ASCAP fees (Vol. 2:13 p4). Hamilton Shea, chmn. of TV negotiating group, reported that Judge Ryan "accepted the fact that we had made a conscientious effort in considering his recommendation." If judge rules he doesn't have power to act on industry's petition—as expected—industry group will appeal to U.S. Supreme Court; if he rules opposite, ASCAP will appeal. Case has long way to go.

■

Radio WNOE New Orleans has been hit with $10,000 "forfeiture" under Harris-Pastore Act penalty provisions, on evidence that station "conducted a 'rigged' contest," FCC ruled last week. Commission charged WNOE held sweepstakes station promotion contest from Feb. 1960 to May 1961, offering from $1 to $1,060, but held possible winners to limit of $100 by not issuing winning tickets for more. Although investigation revealed that station Chmn. James A. Noe Sr. wasn't aware of scheme, FCC stated, this didn't absolve him from responsibility. In other action, Commission dunned radio KOLS Pryor, Okla. $1,000 for going on air prior to local sunrise sign-on time as "regular practice" during winter months.

■

Very little difference between vhf & uhf within 25 miles of transmitter has been found by FCC in its N.Y. tests. However, uhf project chief Arnold Skrivseth cautioned IRE audience in N.Y. convention last week that sample of 100 locations "is very limited" and shouldn't yet be taken as valid for N.Y. as a whole. Of measurements taken beyond 25 miles, he said, "uhf is inferior to vhf at the greater distances in rough terrain. In smooth terrain, uhf compares favorably with vhf out to line of sight distances, in this case 50 miles."

N.Y. to Rochester closed-circuit "Theatrevision" telecast of Paddy Chayefsky's Biblical play "Gideon" drew packed hause of 2,500 at Rochester's Auditorium Theatre on opening night last week (Vol. 2:9 p4). Four-day experiment by Dynamic Theatre Networks Inc. nearly failed to get off ground because of dispute with AFTRA, which finally agreed to settlement calling for 2 weeks salary or minimum of $400 each for 25 in cast, plus other payments. With tickets priced at $1.50 to $3, vs. $3 to $7.50 on Broadway, Dynamic Pres. Nathan Zucker said company would take loss even if project is sellout, explained firm is shooting for big stakes in future, when one show booked into 100 theatres could gross $1 million per week.

Distorted "image" of U.S. is being exported via TV, BBC Director-General Hugh Carleton Greene told audience at Alfred I. duPont Awards Foundation dinner in Washington last week: "One cannot help wondering whether the good that has been done by program after program of foreign aid is in danger of being undone by the image of America as it appears on program after program on the television screens of the world." He questioned doctrine of "giving the public what it wants," said TV has duty to consider minority interests and to influence public taste.

Nomination of Dr. Irvin Stewart as Director of Telecommunications Management (Vol. 2:13 p4) was confirmed by Senate last week. He'll probably be sworn in this week, told us he wouldn't pick staff until he'd been on job for a while.

Personals

Robert F. Lewine, CBS Films vp. named CBS-TV Hollywood program vp, succeeding Guy della Cioppa (Vol. 2:13 p2) . . . **Theodore F. Shaker** promoted to ABC-TV o-&-o stations pres., succeeding **Julius Barnathan**, who moves up to network vp & gen. mgr. . . . **Ross Bagwell**, ex-NBC, named New Merritt Enterprises (TV packaging) program merchandising mgr.

Bernard Tabakin elected NTA pres. . . . **Paul Williams**, ex-Ampex International video consultant, named educational KQED (Ch. 9) San Francisco chief engineer.

Clark Mollenhoff, *Des Moines Register & Tribune* and *Minneapolis Star & Tribune* Washington correspondent, and **Morris S. Novik**, N.Y. radio programming consultant, named members of U.S. Advisory Commission on Information. . . . **Fred L. Vance** promoted to KVOA-TV Tucson and KOAT-TV Albuquerque gen. mgr.

Leonard I. Kornblum promoted to Independent TV Corp. vp & treas. . . . **Keith Glatzer**, ex-radio WFOR Hattiesburg, Miss. program & news dir. named KTVE El Dorado, Ark. program dir.; **W. R. Eason** promoted to business mgr.

Ralph Nimmons promoted to WFGA-TV Jacksonville station mgr.; **Rusty Bruton** moves up to special assignments dir.; **Robert Manning** becomes production mgr.; **Herb Gold** promoted to film dir.

Joseph Savalli promoted to pres. of John E. Pearson Co. . . . **John Pinto** promoted to RKO General Phonevision vp, N.Y.

John F. White, National Educational TV & Radio Center pres., was invited to address British Parliament members in London March 29 on U.S. ETV. NET International Div. Dir. **Basil Thornton** accompanied him.

John F. Baxter, U. of Fla. prof., awarded American Chemical Society's James T. Grady Medal for "outstanding contributions to the public's understanding of chemistry and chemical progress." He teaches "Modern Chemistry" series on NBC's *Continental Classroom.*

Sidney P. Allen, ex-CKLW-TV & CKLW Detroit-Windsor sales mgr. in N.Y., named RKO General agency & client relations mgr. . . . **Wallace Dunlap**, ex-WFYI Mineola, N.Y. gen. mgr., named KDKA-TV Pittsburgh asst. sales mgr. . . . **Vernon G. Doering**, ex-Jam Handy, named dir., Norwood Films, Washington.

Jack V. Arbib, ex-*N.Y. Daily News* circulation sales mgr., named Screen Gems Cellomatic div. national sales dir.; **Robert Shaftan**, ex-Miller & Hornstein, appointed business mgr. . . . **Robert Lapthorne** promoted to mgr. of Fremantle International's new company, Fremantle (Australia) Pty Ltd., Caltex House, Sydney.

Morton B. White, ex-Sterling Information Services gen. mgr., named an Advertising Council campaigns mgr., succeeding **Col. Robert P. Keim**, resigned.

Obituary

Joseph E. Wasilewski, 36, brother of NAB exec. vp Vincent Wasilewski, died suddenly of heart attack in Athens, Ill. home March 25. He had no previous history of heart disease. Unmarried, he is survived by mother, 4 brothers, 3 sisters.

Complaint of NCTA about FCC's warning to city manager of Salinas, Cal. about impact of CATV on local stations (Vol. 2:9 p5), in letter to Commission, was answered by Chmn. Minow last week. NCTA Pres. William Dalton had sought conference with Minow. Latter said it wasn't appropriate for Commissioners to discuss subject—in light of pending matters. However, he said, his special asst. James Sheridan and Broadcast Bureau Chief Kenneth Cox would meet with Dalton and NCTA board for general discussion in late April.

Vhf & uhf translators will be licensed for 3 years instead of one, under revised FCC rules. Licenses will be issued on staggered renewal basis according to 18 geographical areas, with renewal applications required 90 days prior to expiration instead of present 60.

Add Minow activities & awards: (1) Named by Secy. of State Rusk as a member of U.S. National Commission for UNESCO. (2) Received Newspaper Guild of N.Y. 1962 "Page One Citation" in TV-radio "for making TV more aware of its responsibilities." (3) Named "Speaker of the Year" for 1961 by Tau Kappa Alpha, forensic honor society, in field of "educational, scientific & cultural activities." (4) Last week, was photographed with Mrs. Eleanor Roosevelt for publicity in connection his appearance on her *Prospects of Mankind* program over educational WGBH-TV Boston April 29; former Comr. Clifford Durr accompanied Mrs. Roosevelt. (5) Donated set of Encyclopaedia Britannica (his old client) to FCC library.

Base salary standards at minimum levels and according to size of market in determining exemptions for executives, administrative & professional employees, NAB has urged Labor Dept.'s Wage-Hour Div. In statement filed in hearings to determine whether present salary test figures should be raised as result of recent minimum wage increase, NAB pointed out that salaries for similar duties vary widely from small to large markets, suggested Labor Dept. look into possibility of market-size salary tests.

WFIL-TV Philadelphia received special award for "outstanding service to the Allied Command Atlantic" for half-hour color TV film production *Battleground: North Atlantic* depicting activities of NATO Supreme Allied Command Atlantic (SACLANT). Plaque was presented to Triangle Stations vp Roger Clipp by Capt. A. H. Ashton USN, at Washington premier of film—luncheon attended by Christian Herter, chmn. of Atlantic Council of United States, members of Congress, FCC members, et al.

"First class communications disaster" is description given U.S. broadcasters' handling of news reports of the 1941 Pearl Harbor attack by Stanford U. film dir. Ernest D. Rose. After reviewing tapes of commentators' newscasts on that day, he writes in *Journal of Broadcasting*: "The catastrophe of December 7, 1941 was as much due to rationalization, inaccuracy and lack of coordination in our communication network as it was to our inadequate military preparedness for surprise attack."

Closed-circuit intercity TV "twist festival," planned by TelePrompTer for April 7, has been cancelled due to lack of sufficient sites. Coast-to-Coast telecast, starring twist idols Chubby Checker and Joey Dee, was dropped when company found that arenas and auditoriums capable of accommodating dancing in conjunction with show wouldn't be available because of prior commitments. TelePrompTer also dropped plans to stage similar event in conjunction with Seattle World Fair opening.

Short wave radio WRUL N.Y. reports $400,000 in ad revenues in 1961, anticipates $600,000 this year from businessmen seeking sales abroad. Metromedia Worldwide Broadcast div. Pres. Ralf Brent says station was losing $10,000 weekly when purchased, will be in black by end of 1962.

Huntley-Brinkley team, backed by staff of 1,000, will cover 1962 elections for NBC-TV beginning at 7:30 p.m., Nov. 6. William R. McAndrew, network news exec. vp, said it will be most thorough coverage ever attempted in broadcasting, including 1960 presidential election.

WWTV Cadillac, Mich. has been ordered by NLRB to end unfair labor practices and to bargain with NABET. Three-member Board panel upheld initial decision by Examiner Lee J. Best issued Dec. 28, 1961.

"Television has drained the money and the muscle and the energies from the other mass media; now it must shoulder the burden itself. It has the talent and the dough." This judgment from *N.Y. Herald Tribune* TV critic John Crosby in March 28 column. He lauds NBC's March 25 *White Paper No. 9:* "Arms and the State," but warns solemnly that this type of information must be given public by TV because "they are almost the only ones left to do it." Day of the telecast, he reports, *Saturday Evening Post* announced cutback from 52 to 45 issues a year, because publisher Curtis lost $11 million in the first 9 months of 1961, "because television has taken the audience and the advertising."

U.S. TV & movies are helping Communist propaganda give distorted and "mythological" picture of U.S. to underdeveloped countries, Asst. Secy. of State Philip H. Coombs told an educators conference in Washington last week. Innocent misrepresentations in TV & movie packages sent to these nations can be misleading, he warned: "What is entertaining to us, is educational to them." He told of a Nigerian informing a U.S. official that he knew all about this country from watching TV & movies, and asking: "When are you going to stop riding horses and have automobiles as we have?"

Complete line of station equipment will be offered through combination of facilities of ITA Electronics (FM-AM transmitters, monitors, other audio station equipment) and EMI/US (TV & audio studio equipment, cameras, etc.). Combination will be for sales purposes only, with neither company having any ownership in the other. Substantial interest in ITA is held by Triangle Publications Inc. EMI/US is electronics subsidiary of Capitol Records, which in turn is owned by EMI Ltd. (Great Britain), which supplies most EMI/US broadcast equipment.

FCC allocations actions: (1) Finalized shift of Ch. 14 from Modesto to San Mateo, Cal., reserving it for educational use, dropped in Ch. 17 at Modesto; shifted Ch. 19 from Palm Springs to Indio, Cal., substituting Ch. 27 at Palm Springs, deleting latter from San Diego. (2) Invited comments by April 30 on proposed shift of commercial Ch. 24, Coldwater, Mich. to E. Lansing, Mich. for educational use; on shift of Ch. 2 from Henderson to Las Vegas.

Sale of KODE-TV & KODE Joplin, Mo. to Michigan businessman James S. Gilmore Jr. for $1,850,000 has been announced by United Printers & Publishers. Company will purchase 40% of WVUE-TV New Orleans for $850,000, also owns WSTV-TV & WSTV Steubenville, O., WBOY-TV & WBOY Clarksburg, W. Va., WRGP-TV Chattanooga, WRDW-TV Augusta, Ga., radios WPIT Pittsburgh, WSOL Tampa.

Guidelines for producing TV commercials are offered in new TvB pamphlet *Do's and Don'ts for Successful TV Commercials.* Publication also outlines 3 TvB aids available to producers: film & tape library, tape clinic, retail productions unit.

Civic Television Inc., Miami, will file application for city's Ch. 10, now operated as WLBW-TV by L. B. Wilson Inc. Civic is composed of 12 Miami civic leaders, headed by former Dade County Comr. Charles H. Crandon.

Sierra Leone, new African nation, will begin telecasting Aug. 1, initially limited to Freetown area, later extended inland.

RKO General has opened Detroit sales-service office headed by Joseph E. Campeau.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

FTC HITS MOTOROLA FOR 'DECEPTIVE CLAIMS': FTC took out after a big one last week—Motorola—charging it with "false, misleading & deceptive" claims for TV & radio. Company promptly labeled charges "unfounded," said it would contest all of them—though radio models involved are no longer made.

FTC attacked these "typical" claims for Model 8X26 radio: ". . . 9 times more selectivity . . . Like carrying a full 10-tube radio in your pocket! . . . Plays hundreds of hours at peak performance on penlite batteries you buy for pennies." Model L14 was hit for this claim: "Revolutionary new chassis and audio system."

As for TV, FTC called following "false": "Golden Tube Sentry System . . . It's engineered to eliminate 3 out of 4 service calls . . . Triples TV life expectancy . . . New tube-saver electron gun . . . that makes Golden 'M' picture tubes 10 times more reliable than ordinary picture tubes . . . The only TV line with completely hand-wired chassis and tuner."

Radios with Japanese parts are inadequately labeled, according to FTC which said that "company does not place markings on radio sets, their containers, instructions or warranties stating that various essential parts of the sets are imported from Japan. Certain encased parts bear markings showing they are manufactured in Japan, but these are either concealed or too small to disclose they are of foreign origin."

Since FTC itself has no clear-cut policy on foreign-parts marking, industry regarded that charge as "fishing expedition."

COMPONENTS MAKERS SOLD MORE FOR LESS IN 1961: Attrition of Japanese imports, fierce competition and price cutting (Vol. 1:6 p6) eroded profits in components industry last year despite combined strong sales increase, analysis of available year-end reports reveals.

Unlike OEM users of their products who in main posted solid 1961 sales & profit gains (Vol. 2:11 p7), components makers in aggregate were far off their 1960 profit pace. Combined 1961 earnings of 15 representative components manufacturers totaled $30,306,877, after deducting a $606,568 loss registered by one company. These manufacturers earned $37,822,391 in 1960, and did it on appreciably lower sales volume.

Their combined 1961 sales totaled $1,040,150,738—up from $1,018,640,758 in preceding year. Although many of companies analyzed produce products other than components, they are representative of industry. They are: Aerovox, Amphenol-Borg, CTS, Clevite, Electro-Voice, Erie Resistor, General Instrument, Globe-Union, Indiana General, International Rectifier, International Resistance, P. R. Mallory, Oak Mfg., Standard Kollsman Industries, Thompson Ramo Wooldridge.

Overwhelming majority of components makers—12 out of 15—registered 1961-over-1960 sales gains. Conversely, majority—8 out of 15—earned less in 1961 than they did preceding year, and one, Aerovox, wound up in red by $606,568.

Record 1961 performance was turned in by International Resistance which scored company highs in both sales & earnings. CTS, Elkhart, Ind., which claims to be "world's largest mass production manufacturer of variable resistors," had record sales, also increased profits. General Instrument, in 9 months to Nov. 30, also posted record sales, but earnings fell below $1 million from more than $2.3 million year earlier.

Major profit gains were posted by Electro-Voice, to $270,660 (9 months) from $8,061; Globe-Union, to $2.6 million from $1.8 million. Among profit drops: Aerovox, which lost $606,568 vs. 1960's $121,672 profit; Thompson Ramo Wooldridge, to $6.5 million from $10.2 million; Amphenol-Borg, to $623,299 from $2.2 million.

Here's 1961-vs.-1960 performance of 15 representative components manufacturers:

	SALES		EARNINGS	
	1961	1960	1961	1960
Aerovox	$ 22,307,735	20,521,815	$ (606,568)	$ 121,672
Amphenol Borg.	73,204,641	67,804,593	623,299	2,185,530
CTS Corp.	21,468,189	20,047,758	1,822,734	1,649,881
Clevite	90,080,200	94,012,038	5,142,689	6,825,635
Electro-Voice (9 mo. to Nov. 30)	8,903,699	7,415,992	270,660	8,061
Erie Resistor	23,691,861	25,902,646	495,050	616,517
General Instrument (9 mo. to Nov. 30)	63,605,646	57,643,265	938,942	2,309,717
Globe Union	62,518,783	60,677,064	2,592,505	1,774,593
Indiana General	22,034,915	19,631,041	1,790,663	1,429,811
International Rectifier (6 mo. to Dec. 31)	7,748,801	6,941,832	501,413	602,204
International Resistance	23,005,304	20,824,173	2,021,432	1,943,450
P. R. Mallory	85,197,027	83,586,283	4,513,224	4,367,463
Oak Mfg.	23,017,077	17,642,295	557,662	351,310
Standard Kollsman	104,289,860	95,568,805	3,183,966	3,459,992
Thompson Ramo Wooldridge	409,077,000	420,421,158	6,459,206	10,176,555
TOTALS	$1,040,150,738	$1,018,640,758	$30,306,877	$37,822,391

CALENDAR OF TV-RADIO-PHONO SHOWINGS: Most 1963 lines of home entertainment instruments will be unveiled for distributor inspection from mid-May to late June again this year. Dates so far set for new line showings compare pretty much with year ago, give or take a week.

For easy reference, we've compiled all available time & place information in table below. We'll update calendar as additional data is obtained from these & other manufacturers.

While it's still much too early to develop patterns on basis of information so far available, it does appear that new-line showings this year will be less costly & elaborate. RCA, for example, which had been toying with European junket for this year, has junked it in favor of more economical meeting in Chicago. Motorola is showing at home, as are Muntz Tv, Packard Bell, GE, and Zenith. Philco will show in Philadelphia, possibly also in Chicago. Here's schedule of showings so far available:

Manufacturer	Products Shown	Dates	Event & Location
Admiral	TV, radio	late May	Distributors. Dates & locations not firmed
Du Mont	TV	early June	Dates & location not firmed
Emerson	TV, radio	early June	Dates & location not firmed
GE	TV, console phonos	May 21	Distributors. Louisville, Ky.
Magnavox	TV, radio, phono	June 24-28	Distributors & dealers. Music Show, N.Y.
Motorola	TV, radio	June 4	Distributors. Hilton Hotel, Chicago
Muntz TV	Drop-in models	July	Key dealers. Wheeling, Ill. plant. Date not set
Olympic	TV	June 4	Distributors. Chase Hotel, St. Louis
Packard Bell	TV, radio	late June	Distributors. Los Angeles
Philco	TV, radio	early June	Distributors. East Coast & midwest regional meetings. Phila., possibly Chicago
RCA	TV, stereo, some radio	May 11	Distributors. Edgewater Beach Hotel, Chicago
Sylvania	TV, radio, phono	May	Distributors. Location & date not set
Symphonic	TV, phono	June 24-28	Distributors & dealers. Music Show, N.Y.
Westinghouse	TV, radio, phono	early June	Distributors. Location & date not set
Zenith	TV, radio, phono	early June	Distributors. Chicago

TV-RADIO PRODUCTION: EIA statistics for week ended March 23 (12th week of 1962):

	March 17-23	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	129,899	128,905	98,865	1,556,267	1,212,065
Total radio	361,343	243,136	290,853	4,281,953	3,323,321
auto radio	131,132	122,064	75,964	1,531,212	1,009,192

TOPICS & TRENDS

Fierce price competition in transistor radios was intensified at week's end when RCA chopped $5 from list of its leader 6-transistor pocket set, slashing it to $14.95—lowest price for major U.S. brand. This price undercuts year's low of $16.95, established by GE, Motorola and others. Predecessor of RCA's $14.95 set carried list of $24.95 until February, when it was superseded by present set (then $19.95). RCA also cut $5 from gift-pack version of set (now $19.95) and step-up model (now $24.95).

News came on heels of Admiral's introduction of new transistor line, starting with 6-transistor at $16.95 and including new 11-transistor FM-AM set at $99.95.

New low-price trend in portable TVs continued last week with introduction of 10-set line by Admiral—all 19-in.—starting at $139.95, with 3 wireless remote models beginning at $199.95. Du Mont introduced new 19-in. portable at $169.95—$20 below its starting model year ago. It also followed lead of parent Emerson by re-introducing 17-in. portable, but at $149.95. Other new sets: Airline (Montgomery Ward) is bringing out three 27-in. sets at less than $300.

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A great name fades: Confirming what most in industry have known since last fall (Vol. 1:9 p6), General Dynamics announced last week, in its annual report the demise of Stromberg-Carlson name in consumer electronics field. Last year, Stromberg appeared to be achieving success with expanded stereo line, was even considering re-entering TV field, when it suddenly stopped production, began liquidating product.

General Dynamics' whopping losses on its Convair jet transport program were blamed at the time. But annual report states that electronics div. "had substantial losses during 1961, due to unprofitable programs in both consumer & govt. markets." General Dynamics/Electronics will continue to use Stromberg-Carlson name on commercial communication products. (For financial summary, see table on p. 14.)

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Shake-up in Australian TV market, partly as result of slow sales during 1960-61 govt. credit restrictions, sees some long familiar names disappear from market, changes in ownership of others. Biggest casualty is Standard, owned by ITT affiliate Standard Telephones & Cables, which is leaving TV-radio-appliance field in Australia after 30 years to concentrate on industrial electronics & telecommunications. Bank of New South Wales has appointed receiver for Stromberg-Carlson Australasia. Familiar Ekco tradename has disappeared as result of consolidation of its British parent E. K. Cole with Pye Ltd. Admiral Corp. (U.S.), through its Admiral International, has sold its 50% interest in Admiral of Australia to General Industries, now 100% owner. Leaving TV field earlier were Bush-Simpson (British), Ferris, Southern Cross. New arrival in Australian TV field is GE, which has taken over Crosley TV plant from James N. Kirby Mfg. Co. Among other remaining Australian TV makers are EMI, Amalgamated Wireless, Pye, Pope, Thorn-Atlas.

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Diagonal screen-size measurements aren't mentioned in unique Magnavox ads to appear in *New Yorker* and *U.S. News & World Report* as well as trade publications. Captioned, "How much is TV worth to you," ads sell away from "peep-show TV," identify screen sizes only as "330 sq. in., twice as large as 19-in. screens," "400 sq. in., biggest, most spectacular picture of all," and "color TV with 244 sq. in. screen." For the uninitiated, including some within industry, 330 sq. in. is 24-in., 400 sq. in. is 27-in., 244 sq. in. is 21-in. color.

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IBM has developed method of beaming low-power microwave signals over horizon without aid of relay stations. Technique, known as "knife-edge diffraction," deflects some of signals off narrow ridges of mountain range. IBM said development represents economical high-speed method of radioing electrical data, TV signals and computer data. By adapting low-power transmitters to high-power sending technique, IBM said it can transmit 500,000 bits of computer information a second at distances of up to 1,000 miles.

Trade Personals

William H. Eutzy appointed operations mgr., Westinghouse TV-Radio Div., Metuchen, N.J. . . . **Robert Cheshire** rejoins Emerson Radio as Du Mont Div. Eastern zone mgr. . . . **Earl L. Hadley**, ex-Westinghouse TV-Radio Div. & onetime Bendix TV-Radio Div. ad mgr., joins Marketing Sales Plans Co., N.Y., which has relocated at 250 Park Ave.

A. G. Handschumacher, Lear Inc. pres., appointed chief executive officer following resignation of **William P. Lear** Sr. as chmn. & board member.

William A. Larson appointed gen. mgr. of Admiral Sales Corp.'s Chicago Div., succeeding **Earl G. Erickson**, resigned. Larson had been sales mgr. of Chicago branch.

Donald C. Bright, ex-Hoffman Electronics Instrument-Industrial div. vp & marketing dir., named Zenith govt. & special products div. dir.

Harold K. Pedersen elected General Dynamics treas. . . . **Robert T. McCarthy**, ex-Thompson Ramo Wooldridge Bell Sound Div., named Motorola new product planner . . . **Christopher S. Carver** appointed product planning mgr., GE audio products, a new post.

Howard C. Rymer appointed Warwick Mfg. TV Products Div. vp-gen.mgr., headquartering at Zion, Ill.; **W. G. Paradis** named vp-gen. mgr., Radio Products Div., Niles, Ill.

Dr. Zvi Prihar, former Israel Director General (Postmaster General) and RCA Administrator of Special Studies-Communications, named Scientific Advisor to Dir. of Research & Development, Page Communications Engineers, Washington. . . .

E. M. Gage, Pacific Industries exec. vp, appointed a dir. . . . **J. A. Keith Comly**, ex-Canadian Admiral, named Admiral International sales mgr., headquartering in Chicago.

Kenneth Kefauver, Philco PR staffer since 1953, resigns effective April 15 to become PR dir. of non-electronics firm in midwest.

Richard L. Young, ex-*Charlotte News* managing editor and onetime Ford southern PR mgr., named Philco asst. PR dir., a new post. . . . **Edward Shafer**, ex-Intercontinental Electronics Corp. marketing mgr., named Entron gen. sales mgr.

Dr. Daniel M. Ekstein appointed Medical Developments Inc. research vp & corporate officer, headquartering at Jersey City, N.J.; **Mitchell Freidman** named principal mechanical design engineer.

Radio Standards Laboratory of National Bureau of Standards, Boulder, Colo., has been divided into Radio Standards Div. and Circuit Standards Div. Former is headed by Yardley Beers, will handle research in physical quantities of radio science; latter is under Dr. George E. Schafer, will study radio circuits and measurement techniques. Walter B. Chadwick has been named chief of Central Radio Propagation Laboratory's Liaison & Program Development Office, succeeding Alan H. Shapley.

Impex Co. has been established in Dallas to import transistorized tape recorders, walkie-talkie equipment, and Citizens Band radio gear from Japan & West Germany. President is Paul Kanagy, ex-Braniff International Airways. Impex also is studying importation of transistor radios & phonographs.

Preview of Coming Attractions: Electronics industry's technical horizons, as explored at annual IRE conventions, veer further away from consumer field every year. Yet at same time, military & commercial breakthroughs serve as preview of coming attractions in consumer field—because nearly all of these have potential long-term consumer applications.

At this year's IRE convention & show, 2 topics received greatest attention: (1) Commercial announcements of lasers by several firms. (2) Developments in integrated semiconductor circuits. The former has long-term implications for TV networking & broadcasting, the latter for smaller (and potentially lower-priced) receivers. Some other near- & long-term consumer product implications may be found in these IRE convention events:

(1) 3-D display device. It may be tens of years before any TV application is possible, but intriguing avenues for discussion were opened up by stereoscopic display for radar and similar data which uses no CR tube or vacuum, no 3-D viewing glasses and can be viewed from any angle. Dome-shaped device contains electroluminescent flat panel which spins around at speed fast enough so that only lighted points are visible, giving correct depth perspective. This one was described by Avco Corp.'s J. L. Coddington, but it's understood that other work in 3-D displays has been conducted by CBS Labs & ITT Labs, using spinning cathode ray tubes. Thus, with some imagination, stereoscopic TV set of future can be visualized as glass case, visible from all 4 sides and top—in which different view & perspective is seen from different angles, and with true depth.

(2) Electrostatic recording. Paper by Armour Research Foundation & du Pont film scientists told of important development in recording by electrostatic charge rather than present magnetic method. Big breakthrough is achievement of permanence in recording (which was done on Mylar tape). Indicated life of recordings was given as "hundreds of years." It's too early to tell what advantages electrostatic recording may have for audio or video tape (if any), but development could profoundly affect field of home TV or audio recording.

(3) Televised radar. Getting closer to present day, there were indications that day is coming soon when every small boat owner can (and may even be required to) have his own "radar"—at the cost of a TV set (about 1/10 the cost of cheapest radar). As displayed by Raytheon in one of big attention-getters of IRE show, radar set-up uses nothing but a standard TV receiver (with uhf), and this alone could open up significant new market for TV.

Coast Guard is experimentally transmitting radar pictures of N.Y. harbor on uhf Ch. 47. Bright large display is received on any uhf-equipped TV set. General Precision Inc. delivered paper on slight modifications to transmitter (and none to receiver) which permit boat user to identify his own "blip" on screen.

(4) Slow-scan TV. New low-cost electrostatic vidicon introduced by Westinghouse may expand news horizons of small TV stations. Picture from camera using new tube can be sent by telephone, by AM or FM radio, or may be recorded on standard home audio tape recorder. Quick news pictures could be flashed at low cost from scene to TV station by using camera and standard citizens band radio transmitter. Slow-scan pictures do not show motion, of course.

Admiral Charts Profit Course: Buoyed by its best 4th quarter since 1954, Admiral reversed 1960's $2.5-million loss with a $2.5-million profit on $192-million sales in 1961 (see financial table). Pres. Ross D. Siragusa said sales in 1961's final quarter topped $56 million, noted that surge continued into 1962's opening quarter.

"If there is no upsetting steel strike, and if there are no major international crises," he said, "we can expect a continuation of good business throughout the year." He attributed Admiral's strong profit comeback to 3 major factors: Centralization of all consumer electronics production at Harvard, Ill., "continued emphasis on achieving more efficient operations," and increased sales "at the upper end of the TV, stereo and appliance lines." He said that 19-in. & 23-in. TVs now account for 85% of industry's total TV sales.

Reviewing Admiral's international activities, Siragusa pointed to "strong improvements" in sales & earnings of Canadian Admiral and Admiral de Mexico, forecast that Admiral Italiana would be operating profitably by year's end after turning in a 1961 loss because of "high starting costs" at its new production facilities.

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ITT posted record sales & revenues and earnings in 1961 (see financial chart) and projected for 1962 a vigorous continuation of expansion program initiated last year. Pres. Harold S. Geneen told stockholders that 22 additional manufacturing facilities are now under, or slated for, construction this year, compared with 15 completed in 1961. "The major portion of our initial expansion is taking place in Europe, to provide needed production increases in the fast-growing European Common Market," he said. ITT's European plant expenditures are budgeted at $39 million for 1962—up from $28 million in 1961 & an average $18 million for 5 previous years. ITT last week also placed on market $50 million of 4.90% sinking fund debentures due 1987. Underwriters are headed by Kuhn, Loeb & Co.

Mobilization of scientific skills of free world to benefit humanity was urged by RCA Chmn. Brig. Gen. David Sarnoff in principal address at golden anniversary banquet of IRE in N.Y. He called for formation of "Free World Community of Science" to demonstrate superiority of science in non-Communist world and to attack common problems in 5 broad fields: genetics & heredity, communications & space, conversion of saline to fresh water, new sources of food, new sources of energy.

Pacific Industries expects sales in its 1962 fiscal year ending Aug. 31 to rise to $24 million from $17.9 million in fiscal 1961. Pres. Henry L. McIntyre forecast earnings of 55-60¢ a share, down from fiscal-1961's 99¢, which reflected benefit of tax credits. McIntyre said that sales & earnings of Electronics Instruments Div. are running 50% ahead of a year ago.

SEC has asked federal court to dismiss Davega Stores' Chapter 11 bankruptcy proceedings and place them under Chapter 10, which would transfer responsibility for solving Davega's problems from management to court-appointed trustee. SEC termed Chapter 11 approach "inadequate to meet the rehabilitation needs" of 26-store discount chain.

Varian Associates & Paris-based Compagnie Francaise Thompson-Houston will form a jointly-owned company in France to make & sell microwave tubes in Europe. New company will begin operations July 1, with Thompson-Houston holding majority interest.

RCA's ties with Whirlpool were getting considerably looser this week end as RCA prepared to sell one million shares of Whirlpool stock to public, reducing its hold on the white goods maker from more than 18% to about 3.5% of the common stock. RCA acquired 1,158,563 shares of Whirlpool in Sept. 1955 through transfer of net assets of $21.6 million. At current market price, this stock is now worth $38.2 million (Whirlpool closed March 30 at 33). The stock RCA is selling is worth about $33 million; it is retaining 158,563 shares, now worth about $5.3 million. RCA Pres. Elmer W. Engstrom said capital is needed to provide more cash for requirements of growth in color TV, computers and space business, and that RCA Whirlpool brand name will continue on Whirlpool products. Weakening of bonds between RCA and Whirlpool was foreshadowed in these pages last October when we discussed new tendencies toward separate distribution for the 2 brands (Vol. 1:4 p8). Total outstanding Whirlpool common stock is about 6.26 million shares.

Philco has revised its Consumer Products Div. factory field sales force by establishing 6 regional sales mgrs., each with district representatives, in lieu of previous arrangement of 4 area mgrs. and 5 divisional mgrs. The district reps will handle consumer electronic products, home appliances, and laundry equipment. Gen. sales mgr. Kenneth A. Cooper said: "The regional sales managers and district representatives will cover both factory distributor branches and independent distributors in their areas." The new regional sales mgrs. and their headquarters: James T. McMurphy, Atlantic region, Jenkintown, Pa.; William Satterfield, Western, San Francisco; David Hallett, Midwest, Chicago; John E. Ramsey, Southern, Atlanta; John L. Goldschmeding Jr., Texas, Houston; Harold Sheer, Northeast, N.Y.C.

Philco has reduced workforce of Lansdale Div. by 500 persons. Affected are employees of Division's TV picture & receiving tube plant at Lansdale, Pa., and semiconductor facility at Spring City, Pa. Cutback, effective March 31, was attributed to reduction in production requirements.

Reports & comments available: Lafayette Radio Electronics, analysis, J. R. Williston & Beane, 115 Broadway, N.Y. 6. **"New Prosperity Ahead for the Electronics Industry,"** monthly letter, Goodbody & Co., 115 Broadway, N.Y. 6. **Astro-Science Corp.**, prospectus, W. C. Langley & Co., 115 Broadway, N.Y. 6. **MCA**, prospectus, Lehman Brothers, One William St., N.Y. 4. **Kann-Ellert Electronics**, prospectus, Rubin, Rennert & Co., 56 Beaver St., N.Y. 4. RCA, profile in Mar. 28 *Financial World*. **Lab for Electronics**, review, Boenning & Co., 1529 Walnut St., Phila. 2. **"International Electronic Research"**, 14-page analysis, Schwabacher & Co., 100 Montgomery St., San Francisco 4. **Voi-Shan Industries**, prospectus, A. G. Becker & Co., 60 Broadway, N.Y. 4.

Arvin Industries anticipates first-quarter earnings of approximately 40¢ a share, compared with year-ago loss of $79,632. Sales for 3 months to April 2 are expected to climb to $18.5 million from $13.6 million. Stockholders at annual meeting approved an increase to 2 million shares from 1.5 million. Arvin has 1,186,270 shares outstanding.

Wilcox-Gay has been awarded "Recordio" name it leased to Recordio Corp. when the now-bankrupt Charlotte, Mich. corporation was formed in 1959 (Vol. 2:9 p11). Ruling was made by Referee Edward H. Benson at bankruptcy hearing.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Common Share Per	Common Shares
AB-PT	1961—year to Dec. 31	$ 363,100,000[1]	———	$ 9,906,000[1,2]	$2.31[4]	———
	1960—year to Dec. 31	333,437,000	———	10,475,000[3]	2.46[4]	———
Admiral	1961—year to Dec. 31	192,119,625	$ 5,882,265	2,450,929[5]	1.21	2,415,636
Story on p. 13	1960—year to Dec. 31	187,865,196	(3,025,371)	(2,493,371)[6]	——	2,407,136
Canadian Westinghouse	1961—year to Dec. 31	127,400,000	———	(2,607,000)	———	———
	1960—year to Dec. 31	123,200,000	———	307,000	.60	———
Desilu Productions	1962—9 mo. to Jan. 27	11,937,730	———	293,416	.25	1,155,940
	1961—9 mo. to Jan. 27	14,432,798	———	264,949	.23	1,155,940
	1962—qtr. to Jan. 27	4,531,939	———	163,121	.14	1,155,940
	1961—qtr. to Jan. 27	5,970,303	———	144,032	.13	1,155,940
Dynamics Corp. of America	1961—year to Dec. 31	47,517,284	3,810,215	1,922,714	.52[4]	2,930,563
	1960—year to Dec. 31	48,676,897	3,833,144	1,853,512	.50[4]	2,787,027
Electronic Assistance	1962—year to Jan. 31	3,282,000	591,149	281,149	.22	1,307,668
	1961—year to Jan. 31	3,745,258	434,111	210,200	.16	1,307,668
General Dynamics	1961—year to Dec. 31	2,062,377,998	(168,066,854)	(143,203,459)[7]	——	9,997,064
	1960—year to Dec. 31	1,987,748,715	(61,770,851)	(27,055,851)[8]	——	9,982,079
Hallicrafters	1962—6 mo. to Feb. 28	35,599,000	1,742,000	842,000	.35	2,429,000
	1961—6 mo. to Feb. 28	29,659,000	1,516,000	728,000	.30	2,416,800
	1962—qtr. to Feb. 28	15,840,000	826,000	396,000	.16	2,429,000
	1961—qtr. to Feb. 28	17,442,000	820,000	388,000	.16	2,416,800
Industrial Electronic Hardware	1961—9 mo. to Dec. 31	3,482,060	———	92,738	.15	661,199
	1960—9 mo. to Dec. 31	3,541,442	———	84,453	.14	641,807
ITT	1961—year to Dec. 31	930,499,931[1]	———	36,059,034[1,9]	2.18	16,375,060
Story on p. 13	1960—year to Dec. 31	869,506,958	———	32,103,309[10]	1.96	16,189,906
National Video	1962—9 mo. to Feb. 28	14,780,412	———	870,047	.71	1,223,334
	1961—9 mo. to Feb. 28	13,827,715	———	912,728	.74	1,223,334
	1962—qtr. to Feb. 28	5,088,810	———	231,185	.19	1,223,334
	1961—qtr. to Feb. 28	3,483,890	———	144,685	.12	1,223,334
Pacific Industries	1962—6 mo. to Feb. 28	11,348,712	———	413,158	.25	1,627,239
	1961—6 mo. to Feb. 28	8,692,263	———	783,283	.55	1,415,354
Republic Corp.	1962—qtr. to Jan. 27	10,686,162	———	414,696	.13[4]	2,443,448
	1961—qtr. to Jan. 27	7,094,067	———	559,677	.23[4]	2,004,190
Sprague Electric	1961—year to Dec. 31	77,254,031[1]	———	6,092,473[1]	4.14	1,471,709
	1960—year to Dec. 31	64,523,956	———	4,882,042	3.40	1,433,449
Stanley Warner	1962—26 wks. to Feb. 24	67,371,250	2,774,984	1,559,984	.77	2,033,924
	1961—26 wks. to Feb. 24	64,867,714	4,451,828	2,346,828	1.16	2,026,374
	1962—13 wks. to Feb. 24	32,087,800	337,264	247,268	.12	2,033,924
	1961—13 wks. to Feb. 24	31,516,560	1,631,213	876,213	.43	2,026,374
Terminal-Hudson Electronics	1961—year to Dec. 31	11,452,807	820,629	417,983	.41	1,026,804
	1960—year to Dec. 31	10,691,905	461,258	242,001	.25	963,304
Times-Mirror	1961—year to Dec. 31	126,374,499	———	5,476,822	1.30	4,199,358
	1960—year to Dec. 31	112,560,118	———	4,617,628	1.10[11]	4,179,397[11]
Transcontinent TV Corp.	1961—year to Dec. 31	15,464,184[1]	———	1,331,179[1]	.75	2,168,612
	1960—year to Dec. 31	13,117,251	———	1,185,056	.67	2,167,712

Notes: [1] Record. [2] Before capital gains of $5.1 million ($1.20 a share). [3] Before capital gains of $1.3 million (32¢). [4] After preferred dividends. [5] After $464,336 write-down on book value of Canadian subsidiary's assets because of currency devaluation. [6] After $1.3-million tax credit & $750,000 in special charges. [7] After $24.8-million tax credit. [8] After $34.7-million tax credit. [9] Before $7.6 million (47¢) in special items. [10] Before $7.9 million (49¢) in special items. [11] Adjusted to reflect 4% stock dividend Jan. 1961.

Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
Capitol Records	Q	(Omitted)		
Gross Telecasting	Q	$0.40	May 10	Apr. 25
Gross Telecasting-B	Q	.07½	May 10	Apr. 25
Lear Inc.	Q	.10	June 11	May 11

National Co., Malden, Mass. electronics manufacturer, reports a 10% gain in both sales & earnings for 1962's first 2 months. Last year, National lost $311,917 on $6,127,915 sales.

Walter Reade-Sterling Inc. filed registration statement (SEC File 2-20048) for 462,857 shares of common stock, to be offered on one-to-one exchange basis for outstanding Class A & B common of Sterling TV Co. Inc. If exchange is completed, firm will produce & distribute feature films and shorts for TV & theatres, lease & operate theatre chain in N.J. and N.Y. After exchange, Walter Reade-Sterling will have 1,488,571 common shares outstanding, Walter Reade Inc. owning 68.9%, Pres. S. J. Turell 10.4%.

Wilcox-Gay Corp. posted 24.1% sales gain in 1961 to $11,786,334 from $9,495.498 in 1960. Earnings were not available.

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The authoritative service for executives in all branches of the television arts & industries

Full Texts of Addresses by

Newton N. Minow, Chairman, FCC

and

LeRoy Collins, President, NAB

To 40th Annual Convention of the National Association of Broadcasters
Chicago, Ill. April 1-4, 1962

Newton N. Minow

Governor Collins, distinguished guests, ladies and gentlemen.

Last year, as some of you will recall, I submitted to your convention some ideas that seemed to strike a few sparks. I like to think that one was the spark of heightened broadcaster responsibility.

Of course, not everyone approved. Just after I had finished, a worried-looking man rushed up to me and said: "Mr. Minow, I didn't like your speech very much." I thanked him for his opinion and moved on. But I was only halfway off the podium when he grabbed me again and nervously whispered, "Mr. Minow, I think I should tell you that your speech was pretty bad." I thanked him again for his views. A few minutes later, as I was about to leave the room he dashed up again and shouted, "The more I think about it, that speech was outrageous!" As he departed, a friend near by said, "Don't mind that fellow, Newt. He has no mind of his own. He just repeats everything he hears!"

My speech last year ran about 6 thousand words. Only two of those words seem to have survived. Since last May those two little words about television have been repeated over and over again—on the air, in the press and, some of you broadcasters tell me, in your sleep.

All of you know the two words I mean—"public interest."

Thinking about the public interest is a healthy occupation for all of us. But for those of us directly concerned with broadcasting, it is more than just healthy. It is mandatory. That you here have been thinking about the public interest has become increasingly apparent on the television tube. We at the Federal Communications Commission have also been thinking about it and increasingly doing something about it. I'll have more to say about this later.

But first, I want to discuss with you a subject I passed over last year when I spoke almost exclusively about television. I'm told that some of you involved in radio didn't like it. This shouldn't have bothered you radio broadcasters—most of the television broadcasters didn't like it either.

Today, I suggest that together we examine the problems, the triumphs, and the future of radio in this country.

A few years back, it was predicted that radio was doomed to oblivion. The reports of radio's decline and fall were grossly exaggerated. Television drove radio from the living room, but with characteristic flexibility, radio quickly headed for the kitchen, the bedroom, the study, the workbench, the office, the automobile, the outdoors and, with the development of the pocket radio, to the garden, the grandstand, the subway, the fishing camp, the mountain trail. And I hear from some of my professor friends that radio even shows up in the back of the classrooms during the more boring lectures, especially during the World Series.

Motorized or on foot, we've become a nation wired for sound. Radio became America's roommate, America's travelling companion, and America's best medicine for loneliness and boredom, wherever you are.

Radio survived television because of its unique gifts—intimacy, immediacy, accessibility, and portability.

But radio has not survived unscathed. It has been subjected to drastic changes, changes still occurring. Radio has found a place . . . many places . . . in today's crowded schedule. It has flowed into many small and large vacuums, wherever the gap existed. But many of us wonder if radio has really found its proper place, its most suitable, most valuable service. Some radio veterans tell me that the industry today is undergoing troubles reminiscent of the chaotic days of the 1920's.

Trend of Radio Since World War II

What are the facts? In 1946, when our population stood at 141 million people, there were 34,000,000 radio homes. An average of 32 per cent of the sets, reaching about 11,000,000 homes were used at night. An average of 16 per cent, reaching 5,500,000 homes were in use during the day.

By 1961, when the population was almost 184 million, we had 50,000,000 radio homes. But sets in use during the evening averaged only 6 per cent and reached only 3,000,000 homes. By day, sets in use averaged 9 per cent, reaching 4,500,000 homes.

These figures do not, however, reflect the enormous increase in the number of car radios. Indeed over 20 per cent of radio listening today is in automobiles. There are now more cars with radio—over 40 million—than there were total United States homes with radio just eleven years ago. But when we compare the total radio audience with television's average audience of over 27 million homes in the evening prime viewing hours and over 10 million homes in the daytime, it is clear that a massive section of the mass audience has deserted radio for television.

This is only part of radio's trouble.

In 1946, there were 996 AM stations, excluding those owned and operated by the networks. These stations reported income before taxes of $57 million. In 1960, there were 3,451 AM stations, excluding those owned and operated by the networks, and they reported income before taxes of $51 million.

This adds up to a simple but depressing equation: more people, more radios, more stations—but smaller audiences and smaller profits.

Obviously some of you radio broadcasters—too many of you—are losing money. Specifically, in 1960, the last year for which we have complete fiugres, about one-third of the radio stations reported a loss. Further, of those stations showing a profit, almost 30 per cent were barely in black ink, reporting a profit of less than $5,000.

Financial Picture and Program Quality

Paradoxically, we find radio in a peculiar state of financial health. Despite these thin-ice, marginal figures for so many stations, our backlog of new applicants piles up today even as we meet in this convention. And the prices of stations continue to spiral up, a contradiction of red ink and rising values.

Let's look now at the product—the service radio is giving.

The basic format, of course, has become music plus news plus commercials. Or perhaps it should be the other way around. Some of the results have been astonishingly good. Sometimes a listener is treated to exceptionally varied fare, of well prepared newscasts, imaginative entertainment, a drama, a children's program, enlightening commentary, breath-taking variety. But in too many cases the results are incredibly bad. In too many communities, to twist the radio dial today is to be shoved through a bazaar, a clamorous Casbah of pitchmen and commercials which plead, bleat, pressure, whistle, groan, and shout. Too many stations have turned themselves into publicly franchised jukeboxes. Elmo Ellis, of WSB, Atlanta, who has given several penetrating speeches about radio the past year, reminds us:

> ". . . you have all driven from one city to another in your cars, with your radio on, listening to one station after another—some are dull—dreary—full of decay and desolation. Others are wild as a hurricane—blasting off continually with an insane symphony of sound and fury—signifying what? How are they helping the broadcaster himself, who is plagued by too many bills, too few accounts and too little audience? Is this the wave of the future? Is radio destined to sink into a rut of raunchy records, tasteless chatter by adolescent disk jockeys, and rip-snorting inaccurate news reports?"

But there are encouraging signs that this kind of operation has seen its worst days and nights. In most areas of the country, and certainly in the larger cities, the listener today who is willing to look for it can usually find what he wants in the way of music—serious music, light classics, the standard popular repertoire, or even rock and roll. Radio's function as a news medium is of essential value to this country. More people are apt to hear of a major news event from radio than from any other medium of communication. Radio brackets and punctuates the day, enabling a listener to participate in events both great and small.

Added to this, radio now has become an intensely local service, and the stations that set the pace and return the highest profits are the stations most closely identified with their communities. Radio is finding its voice not only for news but also for expressions of opinion about important issues. Each year a few more stations begin to editorialize, to become a force in shaping events as well as reporting them.

Radio is slowly developing a new personality—its own unique personality. It is trying on new clothes. It is sowing seeds of a creative re-birth. But the question facing the Commission is whether we have created conditions that will encourage the maturing of this new personality or will stifle and warp it, whether we are compounding rather than solving radio's problems.

Let me state the general dilemma as I see it. We believe in free enterprise and all the benefits that flow from a competitive system. We believe the nation benefits from as many voices and as many choices as the airwaves permit. The Commission's highest duty is to encourage as wide a diversity of service to the public as is possible.

But we are finding that in our competitive system, radio stations seem to have no mortality rate. Few radio stations ever decide—voluntarily—to leave the air. Radio stations do not fade away; they just multiply.

Many seem to figure this way: what have I got to lose if I can't make it? If I can't sell commercial spots for $1, I can always find a buyer who'll try selling them for 50¢. And if he can't make it, there will always be someone else who'll try selling spots for 25¢. We'll work out a long-term pay-out deal, so I don't need much cash to give it a try.

The result is too familiar: a string of IOU's to several past owners who went through the same process, more and more raucous commercials for the public, and a licensee so pre-occupied with servicing his debts that he can't give much attention to servicing his listener's needs and interests.

Is this the business of the Commission? If there are "jungle" markets over-populated by quick-buck operators where you have to scream at the listener to survive, is the Commission responsible? Or is this the price all of us should willingly pay for our free, competitive system of broadcasting?

Problem: Free Enterprise vs. Overcrowding

I say to you clearly that my vote is for our competitive system, with all of its short-term drawbacks. Its advantages are much more basic and enduring, and the Supreme Court wisely told us in the *Sanders* case 22 years ago to be concerned with the economic implications of competition only when competition harmed the public interest.

The question before the house, as always, is the public interest. And the public interest, as we all know, is very much the Commission's business—indeed, it is the Commission's only business.

Although we know something shold be done to protect the public interest, we also know there is no simple answer to the dilemma.

Last year I said to you that I hoped the FCC would not become so bogged down in the mountain of papers, hearings, memoranda, orders, and the daily routine that we closed our eyes to the wider view of the public interest.

But we continue to be bogged down in paper work. We face the largest backlogs in Commission history for new or improved AM radio facilities. If you file an application for a new AM station today, you'd be lucky if our engineers could pick it up for processing a year from now. We continue to regulate case by case, kilowatt by kilowatt, transfer by transfer. We continue to spend at least six times as much time on radio matters as we do on television. All seven of us debate whether an increase in power of a 250 watt station will interfere too much with another station, in a community already well served with many stations. We are so busy grinding out grants of new licenses that we need to step back and take a look at why we're doing it.

An intensive search for answers is overdue, and a search for policies that conform to the answers is impera-

tive. This year marks radio broadcasting's fortieth anniversary as an advertiser-supported medium. Colonel Glenn has shown us that life not only begins at 40. It is a good age for venturing to new horizons.

How to make a start? It was also 40 years ago, in the radio chaos of the 1920's, that Herbert Hoover, then Secretary of Commerce, convened four landmark radio conferences in four successive years. These conferences produced constructive and enduring results. I propose to the National Association of Broadcasters another such radio conference. During the past year, we had one informal conference at the initiative and request of Governor Collins and it proved to be most helpful on some questions before us.

What I suggest now is an informal, face to face, shirtsleeves working conference at which all sections of the radio industry would be represented.

The first question I would ask of such a conference would be whether a breathing spell is in order. Should we pause in issuing new AM licenses while we study the inflation on our airwaves?

The next question is one well stated by Commissioner Ford in a recent significant speech. Commissioner Ford asked this question:

> ". . . should our engineering standards be altered? Should our processing line rules be modified in such a way that priority would be given to processing applications in areas where the number of services or the number of stations is minimal, or should the economic question be met head on in every case?"

My own view is that AM engineering standards must be tightened and our processing priorities sharply revised.

The next question is whether we should encourage mergers in some communities and then delete stations to permit operation based on sounder engineering standards. I find great merit in this suggestion if it is guided by the principles of no significant loss of service and an avoidance of monopoly or undue concentration of control.

Next we must be concerned about the future of the radio networks. The networks remain the stalwart backbone of radio's own national and international news gathering organizations. Would the networks be encouraged to expand, rather than contract their services, if they were permitted to own more radio stations?

The present rule limiting to seven the number of stations a network might own was adopted when there were 2509 AM stations. What if they now owned 10 or 12? What effect would this have on service to the public? What effect would it have on concentration of power in the medium of radio which has undergone such convulsive change?

And what about the number of commercials?

Self-Discipline or Government Regulation

There are many of you here today to whom the public interest is a way of life. For you, maintaining high standards on the frequency and volume of commercials comes naturally and you advocate self-regulation. But I quote to you your own Robert Swezey, Director of your Code Authority, on self-regulation. The NAB has made great progress on this the past year, for as Bob Swezey reminds you,

> "Human nature being what it is, its interest in self-regulation is generally in direct proportion to the immediate pressures for outside regulation."

But, and I quote Mr. Swezey again,

> "In radio broadcasting, for example, our subscribership at the present time, totals 1,115 AM stations and 320 FM stations. We actually have 55% of the NAB membership itself and 32% of all of the stations in the industry. We have tremendous holes in our membership in practically every community in the country. Even if our entire membership conforms religiously to the spirit and letter of the Radio Code, such a substantial part of the industry is completely outside of the jurisdiction of self-regulation that it is virtually impossible for us to maintain industry standards in any practical sense. The public is still being victimized by the poor programming and shoddy practices of a large segment of the industry which has no interest in standards and feels no compulsion to observe them."

The time is past due, again quoting Bob Swezey, to "put up or shut up" on self-regulation. If you are unable to achieve self-discipline, we may have to adopt a rule on commercials which does apply to everyone. To those who would ask what limits would be set, I say perhaps the NAB Code provision could be a guideline. If our studies show prospects of improvement in the broadcaster's economic position I believe it would be in his interest, and clearly in the interest of the listening public, to consider some reasonable regulations imposing clear and certain limits on commercial time.

Next, what about financial qualifications? We approve transfers where the buyer's resources make a shoestring look like a mooring line. Are we kidding ourselves when we expect a tiny AM station with a staff of a combo man and the owner to serve as a communications medium serving the public interest? We must face up to it: a high standard of public service cannot be maintained by an under-staffed station operating at a loss.

I haven't mentioned FM radio because we already have proceedings under way to guide us in making some decisions about FM's future. FM is beginning to flourish after a dark decade. We are determined not to let FM engineering standards degenerate as they did in AM. One question talked about for years is the FM-AM duplication of service with resulting waste of frequencies. We've reached no conclusions and these questions and other FM problems are being studied by our staff. Perhaps the conference I have in mind should consider FM too, though I would presently suggest it be confined largely to AM service.

The questions outrun the answers. I'm sure you can suggest other questions too, and this will indicate to you why I suggest a conference to search together for solutions.

Whether such a conference is desirable and effective will depend on the spirit brought to it by both industry and government, sharing a common goal—the development of policies that will preserve, enhance and encourage the fullest possible use of radio in the public interest. Governor Collins, I put this suggestion of a conference to you for the NAB, and we'll await your views.

So much for radio—at the moment.

Summary of Year's FCC Activity

I'd like now to take a few minutes to review our work this past year at the FCC. You hear a lot about promise and performance. Last year I made promises to you. How about performance?

First and foremost, we promised to do all we could to help educational television. We opened a new office at the Commission to serve the educators, and borrowed a top man from educational television to guide the Education Branch through its infancy. We are proud that an educational television station will begin this year to serve the country's largest metropolitan area, covering parts of Northern New Jersey, New York, and Connecticut. Some day—not too far off—it will be the heart of a nationwide educational network.

Both the Senate and the House have passed legislation to aid the construction of educational stations—a landmark for educational television.

There is no greater mission than to harness television to the service of education—to hitch the art of teaching to the art and science of communications. We're on the way.

Second: We promised to break through the allocations barrier to use UHF. Our tests in the canyon city of New York over experimental station WUHF, on Channel 31, have started. Preliminary results are good as to the quality of UHF reception and detailed results will be ready later this year. We've made tangible progress in developing legislation to require that new television sets receive all television channels, and not just 1/7 of them. The House Commerce Committee has favorably reported on our bill, and we think this country will soon unlock the great potential of UHF.

It is unthinkable that the United States, now adding enough new population each year to fill a city as large as Chicago, should be satisfied to live with the restrictions of the 12-channel VHF system. Why should the country be content with 12 channels when there are 70 more channels of unexplored creativity and unmined excitement, ready and waiting to be used?

We're proud that President Kennedy is vigorously backing the all-channel receiver legislation.

Third: We promised to give Pay-TV its chance. Less than a month ago the Federal Court of Appeals for the District of Columbia upheld the FCC's approval of a large-scale experiment in Hartford. The Court said that "unless the future of television is to be confined to its present state, the FCC must be reasonably allowed opportunity for experiment."

Pay-TV has been a matter of controversy for more than ten years. It deserves the verdict, not of the Commission's chambers, but of the market place. The final decision should be in the hands of those who build and create, and those who watch and listen.

"Licenses Are Not Permanent"

Fourth: We promised that there would be nothing pro forma about license renewals in the future. There have been some sharp reminders this year that licenses are not permanent. And since last June, 14 stations have been put on probation with short-term renewals. When necessary, renewal hearings are being held in the home area of the broadcaster.

Since last May, 8 renewal cases have been scheduled for local hearings.

We've acted to put some clamps on trafficking with broadcast licenses and stations. These public trusts are not to be sold like sacks of potatoes.

The FCC has been busy. However, as a newcomer to the government side of the table, I often feel strangled in red tape, unwillingly diverted from large issues to trivia. Too often we seem to be, in FTC Commissioner Elman's phrase, "swatting flies with sledgehammers." At the FCC, I often think we hammer sledges with fly-swatters. But we're moving to re-organize. We must act more promptly, more efficiently, more effectively. And we will.

We've joined with the FTC in supplying you with information about advertising and commercials which may be misleading.

We've simplified ways to notify the public when broadcast licenses are up for renewal. I think it only fair that you now tell your audience, on the air, of its opportunity to submit comments to the FCC about your service.

We've adopted standards for stereo, in FM broadcasting, which is already providing an exciting new service to the public, and opening opportunities for growth to the industry.

We've concluded a six-year inquiry on network policies and practices, attempting to unravel a complex structure of responsibility and accountability. Networks, which furnish the bulk of the programming, are legally accountable to their stockholders, but not to the public. Our staff is studying the voluminous hearing record and we hope to come up with some thoughtful recommendations to Congress, to clarify and pinpoint, in particular, the precise responsibilities of stations and networks.

But our work in the past year on the network study should not obscure the performance of the individual broadcaster. Let me recall with you some of these vital words in the Commission's 1960 Programming Policy Statement, a policy which only last week won the approval of the Court of Appeals in the *Suburban* decision. Our 1960 Statement says:

> "The broadcaster is obligated to make a positive, diligent and continuing effort, in good faith, to determine the tastes, needs and desires of the public in his community and to provide programming to meet those needs and interests. This again, is a duty personal to the licensee and may not be avoided by delegation of responsibility to others."

The Purpose of Local Hearings

In the past we have relied on information obtained from individual hearing cases and on material supplied in the individual broadcast applications. But we recognize the need to broaden the base of our knowledge when we receive substantial complaints from the public. We are conducting some local hearings—not on station renewals—but to give your audience an opportunity to express views on the service you are providing—the extent to which you are meeting the needs, interests and desires of your communities.

Man does not live by ratings alone—and neither should broadcasters. More direct communication with the audience indicates that rating services are not the only index of public opinion. Popularity can be a mere bubble.

One of the year's most promising developments is the increase in communication between the broadcaster and his community. Some broadcasters, like Mike Shapiro of WFAA, Dallas, have found exceptionally satisfying rewards in programs on the air inviting the viewer's comments on the station's service. As Demosthenes told the Athenians two thousand years ago: "Our trouble comes from those who wish to please us, rather than serve us."

Our own quest for more information has started here in Chicago, and as you know a general hearing is being conducted by Commissioner Robert E. Lee.

Yesterday, Governor Collins expressed his views about our Chicago hearings. It would be inappropriate and unfair for me to comment specifically on the testimony offered in the Chicago hearings because they are not yet completed: the Chicago broadcasters have not yet had their say.

But I must comment generally on public hearings and their function.

Some of you apparently would like us to ignore our responsibilities to the public interest. Some of you would like us to file complaints about the use of the public airwaves in the wastebasket.

Regarding Chicago, we received substantial complaints from the three major religious faiths and other citizens requesting a chance to comment on local service. I say to you frankly and positively: we will not ignore such complaints—and neither should you.

The FCC has obligations to you—an obligation to be fair, to be reasonable and to be just. But our primary responsibility is to the public. You are entitled to due process—and so is your public. You will not be censored—and neither will the public. When we receive substantial complaints from responsible leaders of your community, we have an obligation to find ways to encourage effective and fruitful expression of their views to you and to us, and your views to them and to us.

That is what the Chicago hearings are basically about. We are exploring the facts in an informal and responsible way—to provide a forum for the public to speak out and a forum for all of you to answer. And I'm confident this will lead to mutual understanding.

The renewal or revocation hearing is simply not the instrument to achieve this purpose. Legislative inquiries—such as this one and the network investigation that we have been conducting—are the sort of function for which Congress created an administrative agency, instead of a Communications Court.

No responsible broadcaster should fear the public he is licensed to serve. No responsible broadcaster should tremble and wilt under criticism instead of listening to the good and rejecting the bad.

It's about time the public had a chance to express its comments and opinions. Some broadcasters have argued that these local hearings will attract only nuts and crackpots. Yet, we have seen church, civic, business, educational, labor, and charitable leaders come forward with differing views both criticizing and praising broadcast service—a healthy indication of freedom at work. If some broadcasters regard these citizens as fanatics and loudmouths, if this is their view of their audience, I suggest that they may be in the wrong business.

Last year I invited you to sit down in front of your television set when your station went on the air and to stay there with your eyes glued to the screen until your station signed off.

As far as I am aware, no broadcaster accepted my invitation, although some criticized the "television watch" as an unfair test, and some critics termed the challenge cruel and inhuman. I suspect, however, the local audience can provide a cross-section of opinion about every segment of the broadcast day, from sign-on to sign-off.

We want to know if these people detect any signs of change and improvement. Do they see some sprouts of greenery, some blossoming of creativity, more evidences of conscience, deepening portents of responsibility?

Glenn Coverage Highest Public Service

The public certainly is seeing an increasing number of public affairs programs, being offered by networks and stations. There has been comment that this is more the result of some broadcasters' interest in improving their images in Washington rather than in improving their programs for the public. Is it true that the American audience has an aversion for the real world in which they live—the world of clashing viewpoints and divergent opinions, of hard solutions—in this time of trouble and national danger—and national achievement?

I don't think so—and I don't think you do either. If it were true, how would we explain last February 20? That was the day radio and television brought terrestrial activity to a halt during the flight in space of Colonel John Glenn. Broadcasting enabled every American to share Colonel Glenn's new perspective of our planet. Through radio and television, you made every one of us a partner in the encounter of courage and science in outer space. And you put every one of us in your debt for this service in the public interest.

Something happened to America that day. A handy way of measuring it is to go to your nearest elementary school and ask to see the pictures drawn by the kindergartners and first-graders the week before Colonel Glenn's flight, and the week after. This will give you some measure of the power of broadcasting on even the youngest minds. And, it will give you some sober second thoughts about your gravest responsibility—the kind of programming you are providing for our children.

We have much to learn from the great American audience. Television spends a great deal of time and effort measuring that audience. While this has been going on, the audience has been taking the measure of television—and I think the audience is ahead of you.

Let us get this in perspective. The healthy, national appraisal of television now going forward is part of a larger appraisal that we as a people are making of our total means of communication. Everything you do well—and everything at which you fail—is the object of enormous attention. The larger issue is the use—or misuse—of man's power to merge sight and sound.

Dr. Bernard Berelson, of Columbia University, has pointed out that we debated political democracy almost 200 years ago, and debated its preservation 100 years ago. We debated educational democracy 75 years ago, and economic democracy 25 years ago. But Dr. Berelson tells us that more education, more leisure, and the development of the mass media have now shifted the focus to a "great debate on cultural democracy; how well does the system of mass communication serve the cultivation of cultural values in America, in the broadest sense?"

Demands of Space Communications

How well do we serve those aims? I say we serve them nowhere near well enough. And even as we debate this question, we move to still another level—international communication on a massive scale. At the FCC, we are at the heart of working with private enterprise to communicate through outer space. The first commercial space communications satellite should be in orbit next month; with it go our dreams and our vision for its peaceful use throughout the world. A few weeks ago, I was privileged to speak to delegates from some fifty countries at an international conference dealing with development of space communication satellite systems. Since then, I've been unable to put the meaning of this miracle out of my mind.

Those who do not study the past are condemned to repeat it—said a very wise man. There is nothing new about waste of our talents on emptiness. The only thing new in 1962 are the stakes. More than one hundred years ago, Henry David Thoreau wrote:

> "We are in great haste to construct a magnetic telegraph from Maine to Texas; but Maine and Texas, it may be, have nothing important to communicate. Either is in such a predicament as the man who was earnest to be introduced to a distinguished deaf woman, but when he was presented, and one end of her ear trumpet was put into his hand, had nothing to say. As if the main object were to talk fast and not to talk sensibly. We are eager to tunnel under the Atlantic and bring the Old World some weeks nearer to the New; but perchance the first news that will leak through into the broad, flapping American ear will be that the Princess Adelaide has the whooping cough."

We are now building ear trumpets called ground stations rising thousands of feet in the air, stretching out to hear radio signals hundreds of miles in the sky. We must not waste these new ear trumpets and find ourselves with nothing to say.

You broadcasters are at the center of the national debate—you are in the eye of the hurricane.

Your public trust is the obligation to move forward—here, now, today—to perfect this magnificent instrument of broadcasting. The public must have its say in your planning and your building. It must, because you are much more than an industry.

For the nation, you are our theater, our concert hall, our newsroom, our stadium, our picture window to the world.

You shape the national conscience, you guide our children, and you have it in your hands and hearts to shape history.

Am I guilty of asking too much of broadcasting? Or, are you guilty of asking too little?

LeRoy Collins

Mr. Chairman, members of the National Association of Broadcasters, and guests:

Welcome to the 40th Annual NAB Convention. Last year, as I am sure you will never forget, we held our Convention in Washington, D. C. This year, we are holding it out here in the vast Midwestland. We hope the change of scene will prove refreshing, even though some of the cast for this year's meeting remains the same.

As is traditional, the Chairman of the Federal Communications Commission will be one of our principal speakers, appearing on this rostrum tomorrow. I repeat: This is a tradition, and not an innovation to accommodate the Chicago stations in their encouragement of home-town live talent.

For those radio broadcasters who last year may have felt somewhat slighted by the attention Mr. Minow paid to television, I have good news. It is my understanding the Chairman may practice some of the program balance he has talked about and turn his attention this time to radio.

Quite seriously, though, we are grateful to Chairman Minow and his colleagues in the FCC for their participation in our Convention.

Despite some differences which broadcasters have had with the FCC and other branches of the federal government, on balance this has been a rather successful year for NAB in its government relations.

This does not mean that we have always had our way. But it does mean that we have been welcomed with respect; that our views have been listened to and regarded as helpful.

By conducting ourselves without rancor but with dignity and firmness, striving always to be constructive, our NAB efforts have proved effective. And that, I submit, is the acid test of the validity of a program of government relations.

Washington is a city filled with special-pleaders, many of whose principal ambition seems to be to make powerful sounding noises calculated to gratify the emotions of those who employ them. Few, if any, of these windmill-tilters accomplish anything beyond that.

NAB Aims to Play it Straight

Those who are most effective in Washington, on the other hand, almost invariably are the ones who make the least racket and, above all, play it straight—telling the truth, rather than what might please emotions of the moment, and counseling the realistic rather than the specious.

This is the type of representation NAB has sought to give to the broadcasting industry in Washington this past year through its staff, boards and committees.

It has been a year in which we have embarked on a program of substance—not of sham or pretense—a constructive program for the long-range development of our industry—not one designed merely for the exigencies of the hour.

Believing that licensees are able to excel in programming only if they can succeed financially, NAB has accelerated its efforts during the past year to provide sound and useful management and engineering materials for its members.

Our Personnel and Economics Department was principally instrumental in the industry's successful fight to bring increased flexibility into the operation of small-market radio and television stations. Legislative relief was obtained from the overtime provisions of the wage-hour law for small-market broadcasters. Our Engineering Department, among many other activities, has entered into the revision of the NAB recording and reproducing standards. Performance testing for the remote control of television transmitters is already underway.

In these and countless other efforts the Association seeks to provide technological and economic leadership for its members so that with each passing year they may be able to operate more efficiently, more profitably and, thus, more than ever, in the public interest.

During last year also major efforts were made to improve NAB's relations with state associations. These organizations have been growing tremendously of late, in number as well as in influence. In 1945, there were only 13. Today there are 49.

Some of our members have contended that the rise in strength of state associations constitutes a threat to NAB. We do not view it that way. To the contrary, we feel that strong state associations working in close relationship with NAB can add measurably to NAB's strength, just as a strong NAB can give important support to state associations.

Editorializing Vital But Sensitive

One of the most significant projects of NAB this past year was the holding of our first Annual Conference on Editorializing, under the able chairmanship of Dan Kops. We expected 150 broadcasters to attend this meeting in Washington last month, but the actual enrollment was more than twice that many. It was an enthusiastic, enjoyable, constructive meeting. And, beyond its immediate benefits, we feel that we learned how to expand its helpfulness to broadcasters in the future.

Indeed, on-the-air editorializing is one of the most sensitive needs facing broadcasters. While the field is fraught with dangers, and it was made clear in the conference that no professionally-unprepared station should attempt to editorialize, we should take full advantage of this great potential for service to the public and for enhancement of the prestige and influence of broadcasters.

Also, preparations have been made for the launching of our new NAB Research and Training Program. You may recall that at our last convention I outlined the scope of such a program. Since then, a special committee under the splendid leadership of Don McGannon, of Westinghouse Broadcasting, has completed a feasibility study and recommended a three-year plan of implementation, which has been approved unanimously by the NAB Board.

Since the concept of such a research program was first projected—tied in with a practical, specialized training program for broadcast personnel—it has been received by our membership with great interest and approval.

Likely, the most significant development of all in NAB this year was the creation of the unified NAB Code Authority for both the radio and television codes. Not only do we have an exceptional leader in Bob Swezey as the new Director of the Code Authority, but we have strengthened importantly the functioning of the codes by vesting in the director and the codes' staff the authority for initial decision-making, while at the same time unburdening the Code Review Boards of administrative matters.

Of far-reaching significance, too, is the developing understanding for greatly increasing the liaison between the Code Authority staff and the network departments responsible for code administration. Heretofore, our staff liaison has related almost wholly to commercials, but in the future we will work together in the area of programming as well. We are appreciative of the networks' fine spirit of cooperation, and we pledge our best efforts for better code interpretation and implementation at the network level.

The Television Code Review Board, by action of the Television Board last February, has been authorized to be increased to nine members. This will allow for the appoint-

ment of one member from each of the networks, thereby assuring improvement in expertise and administration.

This has been a year of healthy growth for NAB. With the opening of this convention, NAB has 2,439 radio and 383 television members. These stations, plus our associate members, give us a total of 2,955 members plus the networks—a healthy, better-than-6½ per cent over-all gain for the year ending March 31.

Nor is that the whole story. Not only is membership at an all-time high, but interest in improving our membership is also high. During the month just ended, 514 of our radio members agreed to spend the time, effort and money to seek out and sign up at least one non-member or non-code subscriber. This campaign is bearing fruit increasingly, and I am, indeed, proud of Bill Carlisle's leadership and each broadcaster who has been assisting him so importantly.

There were many, many things—large and small—we sought to do for individual broadcasters, as well as for the industry as a whole, during the year, but I will not burden you with a detailed recounting.

I would like to emphasize, however, that in all we have done, we have endeavored to conduct ourselves and to represent broadcasters in ways which would reflect credit upon, rather than invite abuse of, the industry.

We have sought always to identify broadcast aims with the public interest. And, I feel that NAB has become more and more identified in the public mind as representative of the great body of responsible and public-spirited broadcasters of this nation.

As I look back over this past year I feel a deep sense of gratitude to many people—to the members of our headquarters staff who have been loyal and competent in their work—to the members of our boards and committees who have been dedicated, able and cooperative—to our far-flung membership which on the whole has been patient with my inexperience, understanding of my intense desire to succeed in this work, and helpful in my efforts to chart a sound course of progress and stay on it.

But it is far more important today that we look forward. Let us examine together some of the areas of special emphasis in which we should concentrate our efforts in the months to come. I suggest the following:

Research to be Put to Use

Let us get our research and training program into operation.

Nothing will be of more long-range value to the industry than sound research and professional training geared to exploring the fundamentals of the content and consequence of what we put on the air. Rating services, good or bad, give us mere numbers. We must have more information in depth about the impact on our listeners and viewers of what we broadcast.

Our first step will be to obtain the services of a man of exceptional abilities to head up this program—a man who not only knows scholarship and research but who also is at home with the practical problems encountered by broadcasters.

Under the research part of the program, we will be delving into some of the most fundamental problems daily facing our industry. There will be nothing blue-sky about such research projects. Nor do we intend to allow the fruits of that research to languish on the shelf.

Tied in with the research will be a practical training program, designed to pass the benefits of that research along to the broadcaster and his station personnel.

You are familiar with the executive management conference NAB has sponsored at Harvard University in the past. This is the type of training program we want to expand, so that it may include such things as editorializing, news operations, program production, special radio services and techniques for broadcasting special events.

Let us increase the effectiveness of our NAB Codes.

The fine efforts which have been made this past year to strengthen our codes provide no more than strong foundations. We must now build upon these foundations.

The job ahead will prove more and more difficult, because code administrative procedures and decisions must be respected and enforced. And this may involve for some broadcasters unhappy results.

We all want broadcasting to be free, but freedom means different things to different people. There are those who think that one is free if he is left to do as he pleases without check or hindrance. But this is not freedom.

Code vs. Government Interference

In fact, it is a sure way to make the loss of freedom inevitable. For the core of any truly free status is discipline. One is free when he has an opportunity to discipline himself. One loses freedom when he fails in self-discipline. He thereby not only encourages but even at times make it necessary for the government to provide discipline for him.

Our first line of defense against undesirable government interference, therefore, is the individual broadcaster's own self-discipline. Beyond this we have the further protection of voluntary collective action to encourage and make more certain individual self-discipline. And this we provide with our codes.

In my judgment, any broadcaster who refuses to support his medium's code intentionally or not is actually working against broadcast freedom, no matter how long or how loudly he may profess his devotion to it.

Now, I know there are those who say, "I have my own code, and its standards are even higher than the NAB Code. My membership, therefore, would be meaningless." I know also that there are those who say, "I won't subscribe until there is greater assurance of stronger enforcement." And so on.

I say to all these that we are in this business together. There is no immunity from injury no matter where a default may occur or who the offender may be. Further, unless we can have substantially full industry-wide subscription our whole Code program will not be accorded full weight.

I was told by a traveler once that over in Switzerland, high in the Alps, there is a little church in a very small village. To the casual visitor there appears nothing unusual about this church, but the close observer can note that there are no lights of any kind in it. When the evening services are held, tourists behold a strange sight. Each villager, as he leaves home, carries his own lamp, and, finally, coming from all directions, they all converge at the church. The church then becomes brilliantly lighted with the combined force of the lights brought by all.

In our program of self-discipline, each broadcaster is responsible for his own light. To the extent that anyone fails, the whole effort and effect are reduced.

Through our self-disciplinary code programs we have not only the answer to how to keep broadcasting free, but we also have a splendid opportunity to help set the tone and point the way for the preservation of the whole American free enterprise. Although we have a long way to go before we can honestly say we have a good code enforcement program, we are pioneers in this effort, carrying not only responsibility for our own futures but giving leadership to others who already are calling upon us for guidance and example.

Access for Cameras and Microphones

Let us carry forward as never before an all-out effort to obtain freedom of information.

For many years now, we have been seeking to eliminate Canon 35 of the Judicial Ethics. We thought we were making progress, especially since our Freedom of Information Committee, with the able leadership of Frank Fogarty, made its recent presentation here in Chicago before the Special Committee of the American Bar Association charged with a study of the matter. In the past

few days, however, we have been confronted with a rather severe setback from an unexpected quarter. I refer to the unfortunate resolution of the Judicial Conference of the United States, condemning the broadcast coverage of all judicial proceedings.

At the present time, the broadcasting of criminal proceedings from a federal courtroom is prohibited by Rule 53 of the Federal Rules of Criminal Procedure. The action of the Judicial Conference recommends the extension of the rule to all judicial proceedings and even to the corridors leading to the courtroom itself.

This is an action which we simply cannot allow to go unchallenged.

We make no mere plea for equality of status for the broadcast reporter with the competitor newspaper reporter, although that alone is a just cause.

But something far more important is at stake; it is the right of the people in a free society to be informed.

Our stand should be very simple: Whenever the public has a right to go and hear and see, so does the broadcaster. For, in a very real sense, it is only through the broadcaster's microphone and camera that the overwhelming number of citizens can find fulfillment of their right to know—and to understand how the government, which is their business, is being conducted.

The only reservation we should make is that we will not insist upon the right to cover any event which is not of a proper public nature or where broadcast equipment would be disruptive of the official proceedings. But we have demonstrated time and time again that with proper equipment and preparation only in the rarest of circumstances is there any justifiable objection to broadcast coverage on the ground of interference.

One of the fundamentals of our American democracy is the public trial. It came about as a reaction from European pre-colonial star-chamber proceedings, where the accused not only was at the mercy of his accusers but did not even have the benefit of public scrutiny of what was happening to him.

While the public trial was instituted as a part of the rightful protection of the individual on trial, there was another great right at stake—the right of the public generally to witness how the trial was conducted.

This was no mere sop for the satisfaction of the curious. It was done with the knowledge that the surest way of safeguarding the trial process, itself, from abuse and corruption was to keep it exposed to the view of the people, in whose hands the ultimate authority rested.

Coverage Will Induce Confidence

It is argued by some that to broadcast court proceedings would debase the dignity of the courts. That is absurd. To the contrary, if the courts are properly functioning there is nothing which will generate more public confidence in them than the ears and eyes of broadcast journalism.

The American Bar Association properly worries about the public image of the courts.

It grants annual awards to broadcasters for efforts to increase public understanding of the American system of law and justice—for cooperating with the bar in improving court administration—and for explaining the role of the lawyer in American life.

It makes a special effort to improve the decorum and quality of traffic courts throughout our land because it has found that the traffic courts are the ones most people see, and from them impressions are formed of what all other courts are like which the people do not get to see.

These are laudable efforts by the ABA, but how much better and more effective it would be if the lawyers would help the broadcaster to make it possible for the people to hear and see all the courts as they actually function.

In any area of public service where there is meritorious conduct and the people are allowed to see and hear it, their confidence, interest and respect are instantly and greatly enhanced.

Let me cite an example. Mrs. Kennedy, with the help of broadcasters, recently on one evening took 56 million people through the White House. This was perhaps more people than had seen this official home of our Presidents during all its previous history. The listening and viewing audience was far greater than customarily tuned in on the programs which were temporarily displaced. The impact of the visit on the American people was enormous. Their understanding of this phase of their American heritage was broadened. Their interest in art and period furnishings was greatly enhanced. There were demands for additional showings both here and throughout the world.

Also, think of the advance in interest and understanding of science and new technology that broadcasting has made possible through its reporting of the nation's space exploration efforts.

Seeing and hearing bring knowledge, and from knowledge grow wisdom, trust and respect.

The other side of the coin is that secrecy and darkness exclude knowledge, and breed suspicion, distrust and disrespect.

So let us open our courts with reason.

Seek Aid of Supreme Court

I propose that we start at the top and ask the Supreme Court of the United States on a trial basis to select some cases involving issues of great interest and importance to the American public, as for example the recent one dealing with legislative apportionment, and allow the broadcasting profession to show the people what this court, which is of such great importance in our democratic system, is really like. Let the people hear the brilliant arguments of the advocates, see the judges at work. What an exciting experience for the people—what a meaningful aid this would prove in developing understanding of our government here and all over the world.

The problem, of course, is not confined to the judiciary. It exists with the legislative and executive branches of government at all levels—local, state and federal.

Wherever the public is eligible to go, broadcasting must be allowed to help them get there. This is reason and right too long and too often denied.

Let us find remedies for the over-population of radio.

We have by action of the Radio Board a new committee in the making to explore in depth this vexing problem. There is no more important work before us.

There must always be room for the small-station broadcaster. But it is equally important that there always be room for broadcasters to grow.

The economics of good broadcasting are such that a station or a network simply cannot adequately determine community needs, plan for the meeting of those needs, finance the programming required, experiment with new formats and develop new talent without an adequate revenue base.

It takes money to do well the things that are expected from broadcasting, and it is futile to think that this kind of financial base can be encouraged by the continued proliferation of an unduly large number of individual, competing broadcasting units.

The theory of multiplicity as an incentive to excellence and a safeguard against mediocrity is a fine one, but it must be borne in mind that in actual practice there is a point of diminishing returns. No one wants monopoly, but the alternative is not the extreme in the other direction—anarchy through over-population of broadcast facilities.

For when this happens, each economic unit is forced to cut back on costs, including important services in the very areas where public need requires strengthening, not lessening; creativity is stifled, and the dreary drabness of conformity sets in.

Let us prevent the over-population of television.

We have taken a firm position before the Congress in support of all-channel television receivers. But we have been equally firm in insisting that the broadening of UHF service should not occur in a manner to destroy or diminish the services of VHF broadcasters. This, I feel, is the course of soundness and one that represents the broad consensus of our members.

The ideal for television is a complementary system fully competitive, both as to networks and stations, but not a plethora of facilities far beyond the needs and capabilities of the nation's communities to support.

Let us bring NAB and state associations closer together.

This will take more than participating in state association meetings, although this is important. It will take more than holding our State Presidents Conference each year under NAB auspices, although this also is important.

I suggest that we start this year the development of a broad, joint government relations effort. In cooperation with state associations, NAB could arrange for an annual conference in Washington, where a limited number of carefully selected delegates from each state could be briefed on current and prospective issues at the federal level. Discussions could be held with members of Congress and with agency personnel, and views exchanged.

This would give us a valuable means for developing understanding, but even more importantly it would give us a well-selected action task force in every state for impressing public officials with our needs. Not only would this prove important on the federal level, but also substantial additional competence would result for meeting problems on the state and local government fronts.

Let us keep our faith in broadcasting.

The business of broadcasting has never been tranquil and serene and never will be. If we should ever have a cease-fire on the broadcast front we would know that broadcasting had ceased growing.

We are subjected to harsh criticism—some good, some bad, some motivated for constructive purposes, some for evil. Let us react with maturity and sound appraisal, benefiting from the good, casting aside that which is not. Let us realize that broadcasting is criticized because of its strength in performance and potential and because, therefore, the people along with our competitors have a deep interest and concern for what broadcasting does.

Criticism and goading are the tools of freedom—stimulators of progress. Let us make them helpful and not dissipate our energies or distort our course by wringing our hands or trying to wring the necks of our detractors.

Stop Chicago-Type Hearings

Speaking of criticism, several have asked my views about the hearing, now being conducted by the FCC here in Chicago, inquiring into efforts of all television stations here to determine local needs and to program in response thereto.

Now, I have been advised that this hearing thus far has developed as much praise of television stations as it has blame. At the same time, I feel that it was neither well-advised, nor that it has served a good purpose, nor that it should be repeated elsewhere.

In my opinion, a hearing on such questions is justified only if there appears substantial cause for the Commission to consider revoking or refusing to renew a license. And in such a case the inquiry should be limited to the individual licensee involved, and encompass all of the rights of due process that go along with a quasi-judicial proceeding.

It is unfair and unwarranted to bring under question all licensees in a market—some with renewal applications pending, and others not—and subject them to the cost and distraction involved to provide information for the Commission to use for some undetermined or undisclosed purpose.

The Commission should recognize that the broadcaster to do his job must not fear to become controversial or to make some people angry. The broadcaster who strives to please all the people all the time is one who abandons his obligations to be creative and consigns his conscience to a deep freeze.

If a broadcaster is to live under the threat of public thrashings, under legal auspices, by anyone with a grievance, then he is encouraged not to be good, but to be acceptable; not to do his best, but to get by with the least possible dissension.

I hope the Commission regards the Chicago hearing as an experiment noble in purpose and intent, but illogical in merit and effect.

In a general sense, broadcasting is criticized as the government is criticized. Everybody would like to see the government improved, too, and yet few, indeed, among our citizens would not readily admit its basic greatness, and their deep sense of loyalty to it. And let us never doubt for one moment the basic loyalty of the American people to our free system of broadcasting.

U.S. Broadcasting the World's Best

If any one of you, however, ever feels even a mild form of inferiority complex because of criticism, I suggest that you consider well this fact:

No other nation on earth excels American broadcasting, in any category.

We cannot say this about our rockets—but we can about broadcasting.

We cannot say this about our universities—but we can about broadcasting.

We cannot say this about our art—but we can about broadcasting.

We cannot say this about our commercial transportation on land, sea or air—but we can about broadcasting.

Broadcasting progress, great as it has been, gives us no right, of course, to be at ease. The promise ahead makes the past seem dull and commonplace. American broadcasting can never settle for anything short of its best effort. This we owe to the American people and to ourselves.

To achieve our best we must have the will of purpose and dedication. Further, we must have the way of freedom.

Let us say to the stand-patters in our ranks: "The demands of our times are high. Broadcasters have the unparalleled opportunity to help shape the still-undeveloped future that is before us. We must clear new grounds, fight new battles, achieve new goals."

And let us say to the FCC, to the Congress, to all exercising governmental authority over us: "We do not deny your lawful right to hold us to a good-faith effort to serve well the public interest. But do not seek to dictate or control what we broadcast, because we have the obligation in common with you to keep broadcasting free. And to this essential end we demand your understanding and cooperation—something we are as willing to give as we are anxious to receive."

In beautiful St. Paul's in London, there is the crypt which contains the mortal remains of Sir Christopher Wren, the architect who designed the restoration of that ancient church. A tablet marking the place bears this simple inscription:

"Beneath is laid the builder of the church and city, who lived above 90 years, not for himself but for the public good. Reader, if thou seekest his monument, look around."

After reading that, one instinctively and slowly looks around and in his mind relates the beauty there to Wren's genius.

As broadcasters, we are designing our own monuments. To know and understand our works, visitors to our home towns will need only to look around them—not at our towers, although they reach the sky—not at our studios, although they are splendid in appearance and equipment. But they will need to look at our people—whether they are in the libraries or jails—whether they are weak or strong — whether they are educated or illiterate — whether they they are good citizens or poor.

We may cringe from the acceptance of this responsibility, but to one degree or another it is rightfully ours—not so much because we have power to do evil, but because we have so much power to do good. And proof of this has been written indelibly into the record by broadcasters—from bringing to the people a fascinating new concept and understanding of the Universe with Colonel Glenn, to the countless large and small efforts they are making to make of America's communities better places in which to live.

There are a couple of lines in O'Shaughnessy's "Music Makers" like this:

"Each age is a dream that is dying
Or one that is coming to birth."

As change goes on about us in broadcasting, we cannot help but be impressed with the fact that old concepts, old formulas, old dogma are constantly in the process of dying.

But in their death, new dreams are, indeed, coming to birth. And in these dreams lie not only our hope for the future, but also our present strength and salvation.

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The authoritative service for executives in all branches of the television arts & industries

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STUDY OF TV'S IMPACT ON CHILDREN LAUNCHED by HEW & Sen. Juvenile Delinquency Subcommittee. Top TV, advertising, govt. officials & educators to work on industry guidelines (p. 4).

'CASBAH' OF IDEAS & INFORMATION, speeches, panel sessions, etc., produce articulate presentations of problems & plans (p. 5).

FCC PANEL POTPOURRI, most popular convention feature, gives delegates better understanding of Commission thinking on broad range of subjects (p. 6).

Consumer Electronics

FM STEREO growing pains ending, as indicated by reports of station operators at NAB. Trade cooperation growing. Equipment makers report 175 stations now equipped for stereo (p. 9).

RCA SUES PHILCO FOR 'BLOCKING COLOR' in $174-million countersuit, latest move in 5-year battle stemming from Philco patent suit against RCA & others (p. 10).

SALES OF TV REMOTES 'soft' & slipping, our survey of industry leaders indicates. Remotes' high prices and declining sales of b&w consoles noted as major factors curtailing popularity of control units (p. 11).

RADIO PRICE BATTLE joined by GE, which matches RCA $14.95 list for 6-transistor unit. (p. 12).

NEW 14-IN. IMPORT coming from Star-Lite; 12-hour LP record reported practical with new device; EIA urges changes in trade bill (Topics & Trends, p. 13).

MINOW & COLLINS—A YEAR OF SEASONING: Considerably heartened and relieved, nation's ...s left Chicago last week with belief that worst of storm is over. NAB conventioneers remain leery ...n. Minow and Commission generally but there was virtually unanimous agreement that Minow ...ned something" in a year and that his speech reflected some easing of govt. pressure. As for NAB ...s. Collins, the 3,000 broadcasters were delighted with him, hailing his speech as evidence he's now one of ..." (For full texts of both speeches, see Supplement herewith.)

Most of Minow's address was concerned with radio, and industry was pleased by his call for govt.-...nference designed to explore ways of reducing number of AM stations to point that each can do ...mming rather than devote all energies to desperate battle for economic survival. (Radio ...ccepted, asked for meeting soon.) Broadcasters applauded that, but he sounded like the ...d Minow when he described kind of programming brought about by such struggle as: "A clamorous Cas-... of pitchmen and commercials which plead, bleat, pressure, whistle, groan, and shout." Newspapers, ...ting another "vast wasteland" catchline, based headlines on that sentence.

But Minow patted broadcasters on back, too. Examples: "Radio survived television because of its ...ue gifts—intimacy, immediacy, accessibility, and portability . . ." And for TV:

"The public certainly is seeing an increasing number of public affairs programs, being offered by net-...rks and stations. There has been comment that this is more the result of some broadcasters' interest in improving their images in Washington rather than in improving their programs for the public. Is it true that the American audience has an aversion for the real world in which they live—the world of clashing viewpoints & divergent opinions, of hard solutions, in this time of trouble and national danger, and national achievement?

"I don't think so—and I don't think you do either. If it were true, how would we explain last Feb. 20? That was the day radio & television brought terrestrial activity to a halt during the flight in space of Col. John Glenn. Broadcasting enabled every American to share Col. Glenn's new perspective of our planet. Through radio & television, you made every one of us a partner in the encounter of courage and science in outer space. And you put everyone of us in your debt for this service in the public interest."

Many broadcasters termed Minow "inconsistent" in his speech. He said he found "great merit" in exploring idea of letting radio stations merge to reduce competition. Yet he also said: "My vote is for our competitive system, with all of its short-term drawbacks." Then, while worrying over radio overcrowding, he at same time is seeking to foster great expansion of TV stations.

What bothered Minow's listeners as much as anything else was his assertion that if stations don't tighten up on commercial excesses—following NAB Code limitations, for example—FCC should "consider some reasonable regulations imposing clear and certain limits on commercial time."

One Minow suggestion, taken to signify "mellowness" on his part, was that FCC consider permitting networks to own 10-12 AMs instead of 7.

Then he unmellowed—altering his prepared speech to add response to Collins' blast at Chicago hearings (see below). "When we receive substantial complaints from responsible leaders of your community," he said, "we have an obligation to find ways to encourage effective and fruitful expression of their views to you and to us, and your views to them and to us. . . . We work for the public, not for the industry."

Collins gave us this reaction to Minow's speech: "Generally, it was a very constructive speech. His plan for a conference on overcrowding is outstanding. Regarding his views on the Chicago-type of hearing, I don't object to local hearings—but they should be for a serious purpose, involving renewals or revocations. I'm not surprised that he called attention to deficiencies in the Code. We know of them. His remarks should help strengthen our Code. We're just as anxious as he is, or more so, that the Code cover the whole industry. I don't like the idea of FCC adopting precise regulations on commercials. That's industry's own business. But if we don't do it, there will be pressures for govt. to do it for us. I certainly hope broadcasters respond."

As for Collins' speech, the passage which brought heaviest applause, with cheers, was this: "It is unfair and unwarranted to bring under question all licensees in a market—some with renewal applications pending, and others not—and subject them to the cost and distraction involved to provide information for the Commission to use for undetermined or undisclosed purpose." Collins said broadcasters should accept criticism, but not the kind developed in Chicago-style hearings. "Criticism and goading are tools of freedom," he said, "stimulators of progress. Let us make them helpful and not dissipate our energies or distort our course by wringing our hands or trying to wring the necks of our detractors."

Aside from his attack on investigatory hearings, greatest attention-getter was his drive for freedom of access of TV-radio to public proceedings. Deploring Judicial Conference's adamant stand against coverage of courtrooms, he made bold bid to reverse trend:

"I propose that we start at the top," he stated, "and ask the Supreme Court of the United States on a trial basis to select some cases involving issues of great interest and importance to the American public, as for example the recent one dealing with legislative apportionment, and allow the broadcasting profession to show the people what this court, which is of such great importance in our democratic system, is really like." Broadcasters' reaction: A very long shot—but what a winner if it comes in.

Collins had much to say to broadcasters' liking: Examples: (1) Network-Code liaison on programming is in the works. (2) Radio overcrowding must stop. This is favorite Collins project. (3) "And let us say to the FCC, to the Congress, to all exercising governmental authority over us: 'We do not deny your lawful right to hold us to a good-faith effort to serve well the public interest. But do not seek to dictate or control what we broadcast, because we have the obligation in common with you to keep broadcasting free. And to this essential end we demand your understanding and cooperation—something we are as willing to give as we are anxious to receive.'"

That, said the conventioneers, is what we want to hear. Unanimously, they passed resolution praising Collins for "outstanding guidance and leadership" and commending him and NAB staff "for their vigilance and forthrightness and urge them to continue the excellent manner in which they have represented the industry." (For other major highlights of convention, see pp. 5 and 6; for developments in equipment & technology, pp. 3 & 4; for progress in FM stereo, p. 9.)

COLOR DOMINATES EQUIPMENT DISPLAYS: A compatible rainbow arched across NAB broadcast equipment show in Conrad Hilton Hotel exhibition hall—and sentiment of telecasters as they observed color gear in action seemed to be: "This is the year."

It wasn't that there was more color equipment shown this year (there wasn't) or that it was better than in previous years (it was). Dominating factor was ABC-TV's announced entry into colorcasting as of next fall (Vol. 2:14 p3) and belief that CBS-TV can't be far behind. "This will do it—color is really off the ground," was consensus, and there were unconfirmed reports, rumors & whispering campaigns that CBS is now teetering on brink of decision. Needless to say, color broadcast equipment salesmen played these reports for maximum impact.

ABC wasn't only network to move into color last week. The "4th network" — Sports Network Inc., which last year televised more than 500 sporting events for stations—formally announced purchase of RCA's 4-camera color-TV remote unit, which now will make available considerably more non-network color to local stations.

RCA took daring chance at convention, gearing its entire color display to experimental camera fresh from lab and circulating questionnaire to engineers as to whether to go ahead with it. New camera uses one 4½-in. image orthicon for black-&-white (luminance) signal, three one-in. vidicons for color information, has built-in Zoomar instead of lens turret. Claimed for camera is excellent monochrome picture, good color detail, fewer registration & convergence problems. Pictures we saw seemed to bear out these claims, color pictures appearing to us more realistic, less fluorescent. If it meets approval, RCA could announce production version at next year's NAB convention.

Other color news at NAB exhibits: British Marconi demonstrated U.S.-standards color camera for first time at Ampex exhibit; it's standard-type unit with three 3-in. image orthicons. EMI/US showed improved version of its British-made 3-vidicon live-film color camera. GE was offering immediate delivery of conventional color cameras.

Although color drew greatest interest, actual sales of many other equipment items far eclipsed color. Among equipment trends & highlights, digested in greater detail on p. 4, were:

Two important video-tape accessories: RCA's conversion unit for recording & playing tape at 7½ in. per second (as opposed to standard 15-in. speed) with little or no noticeable deterioration of pictures, making possible 50% saving in tape cost & storage space. Ampex's electronic editing system, which gives effect of multi-camera production with single camera, permits "splicing" without cutting tape.

Transistorized & solid-state gear of all kinds—from GE's 2nd-generation TV-radio audio equipment to solid-state TV transmitter power supplies to tiny RF wireless microphone systems to transistorized TV monitors in several sizes.

Automatic equipment—for completely automated or semi-automatic TV & radio programming, for program logging and transmitter logging.

New live cameras—4½-in. image orth has attained widespread acceptance. RCA now has 150 in field; Ampex/Marconi has sold about 90 in U.S. GE introduced its 4½-in. unit, similar in design to its 3-in. camera which made debut last year. Feature of GE camera is convertibility from 4½-in. to 3-in. or vice versa. Despite improvement yielded by 4½-in., most manufacturers say there's still market for 3-in. cameras.

Revival of uhf interest—expansion of educational TV and talk of all-channel bill has provided impetus for several manufacturers to develop new uhf transmitters. And they claim customer interest is there, too. Examples: Some pointed to announcement by Henry Kaiser that he intends to apply for uhf in 5 major U.S. cities; report of one group planning 5 Negro-market in south, another organization aiming for business-news stations in 5 cities, including San Francisco & Los Angeles.

FM-stereo equipment—transmitters, generators, turntables, monitors, etc.—attracted major attention of broadcast shoppers (see FM-stereo story, p. 9).

Almost all exhibitors reported business good—best in long time—as broadcasters shopped for new-generation equipment to modernize their installations and looked closely at the large variety of new gear which has come on market since last year's show.

STUDY OF TV'S IMPACT ON CHILDREN LAUNCHED: Govt.-sponsored probe into effects of TV crime & violence on young viewers, plus effort to develop guidelines for children's programs, will get underway next month. Project was initiated by Sen. Dodd's (D-Conn.) Juvenile Delinquency Subcommittee, will be sponsored by Health, Education, & Welfare Dept., has been endorsed by NAB Pres. Collins and FCC Chmn. Minow. Two-stage investigation will bring together govt. officials and representatives of networks, advertisers, agencies, educators, foundations, etc.

First stage will begin about May 1 with planning session to map out research under direction of Dr. Ralph J. Garry, Boston U. School of Education, consultant to Dodd in TV inquiry. Two groups will operate during this stage: (1) Research team—from areas of child psychology, mass communications, sociology—to determine short & long-range effects of TV on child development. (2) Programming group—from TV, publishing, children's literature, creative arts fields—to develop models of children's program format & content, for industry use in producing children's shows.

Second stage will be conference of network, advertising, govt. officials, educators and other interested bodies, to analyze findings, arrange for financial support, designate or establish agency to carry out recommendations. HEW special asst. for juvenile delinquency Bernard Russell will work with Garry.

Juvenile Delinquency Subcommittee plans to resume TV set & violence hearings (Vol. 2:7 p3 et seq.) shortly, with heads of all 3 networks expected to be called. Ex-ABC-TV Pres. Oliver Treyz, who has testified on subject before subcommittee and FCC, may be called back.

NAB EQUIPMENT EXHIBITS: Tour of broadcast equipment displays in Conrad Hilton's enlarged exhibition hall in Chicago showed continued trend toward automation, reliability, compactness. Here are some of highlights, as we saw them (in addition to those reported on p. 3):

TV recording: RCA showed production model of fully transistorized video-tape recorder, which now is that company's super-deluxe model, in addition to its standard model (introduced in 1959) and its compact recorder. Either model can be equipped for 7½-in. recording, which saves tape & storage space by reducing width of recording track. RCA also showed mobile TV tape recorder, mounted on International van, priced at "less than $50,000."

Ampex demonstrated its "Colortec" accessory with some of best color tape reproduction we've seen—using Red Skelton Christmas show as demonstration tape. Ampex also announced entry into sale of TV tape, becoming 3rd source—others being 3M and EMI/US.

New film recorder shown by RCA utilizes Eastman 90-sec. Viscomat processor, new pull-down system, new Mitchell camera, with feedback self-correction for grey scale & gamma. Film recorder sells for $49,500, Viscomat processor $12,500 extra.

Solid-state equipment: Paper delivered at NAB engineering conference by GE's Joseph F. Wiggin, based on study of 140 million operating hours of transistorized TV broadcast equipment, "points to an era when maintenance will be almost non-existent." Advantages of transistorization cited by Wiggins: Reduced power consumption, reduced heat, better mechanical characteristics, improved electrical stability, improved reliability, reduced air-conditioning requirements, increased life of all components, greater personnel safety.

Capitalizing on these advantages, these were among GE's new transistorized products: Monitor audio amplifier, plug-in pre-amp, microphone pre-amp, stereo transcription pre-amp.

Transistorized video monitors were shown for first time. Miratel Electronics (Richardson St., New Brighton, Minn.) showed picture monitors capable of battery or AC operation in 8-, 14- & 17-in. sizes. Solid-state 8-in. video monitor, solid-state switching system and solid-state intercom system were displayed by EMI/US, developed & produced by its General Communications Div., Ft. Atkinson, Wis.

New interest in uhf: RCA displayed new 25-kw uhf transmitter with solid-state power supply. Standard Electronics reported development program under way for new uhf transmitter. Spokesman for GE, whose uhf transmitters go all the way up to 45 kw, summed up feeling of transmitter makers when he said: "There's tremendous interest in uhf."

Audio logging: ITA drew big crowds with its "Documentor" system which can record more than 24 hours of a radio station's programming on 2 sides of the thin 9-in. disc, permitting storage of year's broadcasting in less than ¼ cu. ft. space. Documentor, which records at 2 rpm by new process, is available on lease from ITA at $3,350 for 3 years (2 record-playback units, supply of discs). For other potential developments growing out of Documentor system, see p. 13.

Automatic equipment: TV automation systems drew the usual crowds to displays by Chrono-Log Co., RCA & Visual Electronics. Twelve companies showed various tape systems for radio program automation. There was also heavy interest in General Electronic Labs-Rust automatic logging chart recorder, which automatically makes records of all meter readings required by FCC regulations.

At AMST meeting in Chicago, 220 representatives of 160 member stations reiterated support of all-channel-receiver legislation, rejected EIA's proposal that vhf operators also telecast on uhf. Elected: Jack Harris, KPRC-TV Houston, pres.; Charles H. Crutchfield, Jefferson Standard Stations, first vp; Lawrence H. Rogers II, Taft Bcstg., 2nd vp; Harold Essex, WSJS-TV Winston-Salem, secy.-treas. Clyde Hunt, *Post-Newsweek* stations, was named chmn. of technical committee.

CURRENT CAPSULES

FCC could effectively regulate communications satellite system operated by nation's communications companies, but should have added authority, Chmn. Minow told Senate Anti-trust Subcommittee last week. Committee is headed by Sen. Kefauver (D-Tenn.), leader of group of legislators plumping for govt.-owned system. Minow said FCC could handle regulation job, even though agency's common carrier division has only 133 staff members, but asked that legislation be amended to: (1) Give Commission authority to enforce competitive bidding in corporation's equipment purchases. (2) Give FCC more authority to regulate rates & profits. (3) State that corporation would be subject to anti-trust & fair trade laws.

Sen. Wayne Morse (D-Ore.), meanwhile, charging bill approved by Senate Space Committee (Vol. 2:14 p6) is govt. giveaway of billions of dollars of taxpayer-financed "knowhow," threatened filibuster to block passage when bill comes to floor. Senate Commerce Committee will hold hearing beginning April 10 on compromise bill and on Kefauver bill calling for govt.-owned system.

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Midwest Program for Airborne TV Instruction has received $7.5 million Ford Foundation 4-year grant; it will be used to gradually switch management, ownership and financing of program to participating schools & colleges. Program has headquarters at Purdue U., provides ETV telecasts from plane serving 2,000 classrooms in 6 states. MPATI Exec. Committee Chmn. Samuel M. Brownell said grant would be spent in decreasing amounts over 4-year period while participating schools pay progressively more. Program was organized on basis that schools involved would take several years to assume full costs.

'CASBAH' OF IDEAS & INFORMATION: Broadcasters are among most articulate groups in America—as should be expected from communicators—and we were as impressed as ever with briskness & clarity of speeches, panel discussions, etc. To skim the cream, in addition to Minow & Collins speeches:

(1) USIA Dir. Edward R. Murrow, most expressive of all, cautioned telecasters to screen carefully what they sell abroad. Recipient of Distinguished Service Award, he told assembly:

"The tradition of muckraking is still alive" but foreign viewers "may not understand that its function is to make the body politic itch. They cannot know that it is meant to criticize & improve, and to so prod the social conscience that the urge to change might in time corrode the misdeeds thus exposed." Need for such care, he said, is emphasized by fact that experimental TV satellite may be aloft within "bare weeks."

(2) NASA Administrator James E. Webb stressed the unexpected by-products of space pioneering—for example, increased knowledge of ionosphere, for communications. He also offered chilling warning, apropos TV coverage of manned space flights: "If we are to ride into space with them via TV, we cannot avoid being there if tragedy strikes. Perhaps, as a nation, we can learn that some of the most valuable lessons in space flight come from the failures."

(3) Outgoing NAB TV Board Chmn. Dwight W. Martin dug into several major issues: (a) NAB would like moratorium on deintermixture for 9 years or so but doesn't expect to get any definite period from Congress; constitutionality of bill probably will be attacked in court; measure has better than 50-50 chance of passage. (In Washington, Sen. Pastore (D-R.I.), chmn. of Commerce Communications Subcommittee, promised quick Senate action if House passed bill.) (b) CATV is threat not only to small markets; it's now in 2-station cities, will move into 3-station—"and concern all of us." CATV operators claim there are only 3-4 problem areas but "this is not true—there are many more." NAB committee is studying impact, with goal of giving Congress enough ammunition to get CATV-restriction bill passed—but short session reduces prospects of success this year.

(4) Robert D. Swezey, Code Authority dir., said NAB is "approaching close liaison with networks," will soon distribute convenient "working manual" of Code. TIO Dir. Louis Hausman described group's latest work, reported that 900 teachers in N.Y. attended lectures on Code, said that the 87 stations which inform opinion leaders of outstanding programs find respondents' opinion of TV improves sharply, said that a book on children's programs is in works. TIO Asst. Dir. Roy Danish premiered an exceptionally well done slide presentation on Code. Frank Morris, mgr. of Hollywood Code office, said that last year has produced substantial reduction in syndicated film sex & violence, reported biggest problem is "lack of consistency in Code interpretation."

(5) FTC staff member Charles Sweeny said his agency "isn't going soft." Even if 90% of public isn't deceived by a commercial, he said, remaining 10% represents hundreds of thousands of victims. FCC Broadcast Bureau Chief Kenneth Cox said Commission "frowns" on use of commercials which are subjects of FTC cease-&-desist orders—even if court appeals haven't been exhausted; NAB Gen. Counsel Douglas Anello deplored "double standard" wherein FCC "frowns" on TV-radio in such cases while other media have no govt. restraint.

(6) TvB documented varying market-by-market advertising requirements to stress flexibility of spot TV—in new presentation "Selectronic Marketing."

(7) Broadcast employees enjoy their jobs, according to survey of 2,345 stations people by NAB and Assn. for Professional Bcstg. Education. James H. Hulbert, NAB mgr. of personnel & economics, said 99% of managers and 93% of others said they chose right careers.

FCC PANEL POTPOURRI: Live and unrehearsed, FCC panel session remains highest-rated feature of NAB conventions. Session in Chicago last week was no exception. Spirit was lively & good-numored—because delegates were satisfied that both NAB Pres. Collins and FCC Chmn. Minow had expressed more understanding of their problems, because it was final session of convention (2:30-5 p.m. Wed.), because cocktails, filet & entertainment were next.

Free-&-easy relationships among commissioners contributed. Minow called attention to that by noting in his conversational manner—after all members gave views on license fees, Democrats & Republicans on both sides of issue: "We don't approach things on a political basis. We have gotten along harmoniously. I'd think you'd take pride in that." They did, by applauding.

Half of questions were written, screened by NAB & FCC, parceled out to commissioners—each offering views as he chose. Other half came from audience, catch-as-catch-can. NAB Chmn. Clair McCollough again served as uninhibited moderator. Complete transcript of session will be mailed to all NAB members. Herewith are highlights, with principal responses (mostly paraphrased for brevity):

TV still "vast wasteland"?—Minow: Programs have improved, and "remember that I said it only once; you gentlemen made it a national pastime." (He declined to repeat gag he made earlier. But McCollough couldn't resist giving it: wasteland is now only "half-vast.")

Chicago-style local hearings—Lee: "I plan no recommendation. We will be fair & orderly. I don't know whether we'll have more. The industry should be glad we picked Chicago, with its 5 facilities. We had no crackpot witnesses. We thought they were entitled to their soapbox. I don't know what the future will bring." Wouldn't recommend it for radio now; TV has problems of scarcity, is different. Ford: Radio is local, TV national—different animals. Minow: Not into radio at present. Maybe more TV hearings in cities with fewer channels.

TV allocations & competition—Minow: "We must encourage more stations, consistent with engineering & financial qualifications." Differs from AM, where engineering standards are clipped, and capital is often bare minimum. Ford: Good chance for all-channel-receiver legislation but "we're not overconfident."

FCC letters exploring complaints—Minow: "Don't panic when you get one. I don't think you'd want a complaint filed away and brought up 3 years later at renewal time. A letter means no prejudgment of the case. In 9 cases out of 10, your response closes the matter."

Multiple AM ownership—increasing network holdings to 10-12? Bartley: "No." Lee: We need incentives to keep national networks for defense values. Don't know whether more stations for networks is the answer.

AM-FM "all-channel" law—requiring manufacturers to put both in all sets? Ford: Don't think FCC would do it. Not same as TV at all. With an AM set, you can get AM stations anywhere in the country; similarly with FM.

N.Y. uhf experiment—Lee: So far, no significant difference between uhf & vhf within 25 miles of transmitter. Believe tests will show uhf works well in "canyon city" with adequate power & height. Expect to have enough figures before Dec. 31. Craven: Data to date too limited to warrant conclusions.

Double billing—Lee: We don't want to see people in trouble. But you better look into it. Maybe industry committee should tackle it. Ford: Hope some other media get into trouble, too.

FM application freeze—Bartley: Hope for final action by mid-summer.

CATV competition—Can small-market stations have multiple channels to fight back? Ford: FCC may give some relief through jurisdiction over CATV microwaves. Also, addition of stations in market may affect CATV. Craven: Multiple vhfs may give engineering problems. Hyde: We favor legislation to protect stations.

Program balance—by station or by market? Lee: Convince me you're expert on your community's needs, and that other stations already are giving enough education, etc. — and I'd be satisfied. Cross: But what if the educational station "goes out"? Ford: Station has continuing job of examining needs if, say, community's educational broadcasts drop. Minow: Can't make hard & fast rule.

Sponsor's name in TV background—wouldn't it be fair to radio to let it whisper same thing throughout programs? Hyde: Such commercial problems should be left to public; it will give you right answers.

"Minow Declares War on Radio"—is that magazine headline accurate? Minow: "I read that with some astonishment. I'm pleased that I had 2,500 to 3,000 witnesses" (to his speech).

Program form & logging requirements—Minow: Final in month or 2.

Political broadcasts—equal-time exemption for state offices? Bartley: Don't expect Congress to extend it to them.

Two-station stereo (AM & FM)—when must it stop, now that FM stereo is approved? Craven: You'll get plenty of time.

Complex FCC rules—Hyde: All regulatory agencies are plagued by delays from new laws enacted through good motives. Current Administrative Conference may help. Minow: "We ought to persuade the Russians to adopt the Administrative Procedures Act. It would set them back 50 years."

Stations get proper credit for public service spots?—Cross: "You'll get credit from a much higher body than FCC—the Good Lord Himself."

Govt. ownership of superpower AMs for defense?—Ford & Bartley: Decidedly not. No one is proposing it.

Interruptions to programs—should we make fewer by cutting out public service spots? Minow: Definitely not; they're highly commendable. We're moving toward rules on ratio of program-to-commercial time—away from counting number of interruptions. Lee: I'd accept NAB Code limitations on commercials, put them in FCC rules.

Automatic logging—Craven: Techniques well advanced, more accurate than pen & ink.

Separate AM-FM programming?—Lee: Not yet. May come. Maybe also separate ownership. Bartley: Separate programming will come long before separate ownership.

License fees—Commissioners split in all directions, prospects for promulgation currently slim.

Uhf is not solution to allocation problems, RCA research & engineering vp Dr. George Brown told NAB engineering luncheon April 4. "I would guess that there never will be a time when you'll find uhf is better than vhf, no matter how much you want it," he said. As to N.Y. uhf tests, he quipped that past experience indicates results will show that "uhf goes 10 ft. deeper into the Holland Tunnel than vhf." Discussing contributions of military & space research to broadcasting engineering, he cited silicon controlled rectifiers, "which now can replace all switches in transmitters;" probability of completely solid-state high-power transmitters; atomic power plants for broadcast stations; better camera tubes as result of developments for weather observation & astronomical satellites. As to proposals to change color standards, Dr. Brown said present standards are "tremendous," leaving "plenty of room for improvement" in transmission & reception equipment. "If we change them," he added, "we will ruin color TV."

NAB elections: Chmn. of TV Board, William B. Quarton, WMT-TV Cedar Rapids; vice chmn., James D. Russell, KKTV Colorado Springs (Radio Board elects in June). Two-year board members—Eugene S. Thomas, KETV Omaha; Henry B. Clay, KTHV Little Rock; Joseph C. Drilling, WJW-TV Cleveland; Gordon Gray, WKTV Utica-Rome; Payson Hall, Meredith Bcstg.; Quarton; Mike Shapiro, WFAA-TV Dallas.

WBC engineering vp Ralph N. Harmon, recipient of NAB engineering award, was unable to be present in Chicago to receive it because of illness. WBC engineering mgr. George E. Hagerty, accepting award in his behalf, read message of thanks from Harmon, who said his physician was keeping him "under house arrest," but that he expected to be up & around soon.

Change of Britsh TV standards to CCIR 625-line system from present 405 lines was endorsed last week by BBC engineering dir. Sir Harold Bishop at an NAB engineering luncheon. He noted that Ireland is already using dual-standard sets (405 & 625) in anticipation of change and expressed hope upcoming Pilkington Committee report would approve the switch. He also noted that if British TV is to add new networks (in addition to present BBC & ITA), it must expand into uhf. He endorsed NTSC color system, said BBC wants to begin regular colorcasts as soon as govt. gives permission. French SECAM system, also investigated by BBC, gives "unacceptable" b&w picture, he added. He said BBC is now investigating FM stereo, but is "worried" about reductions in service area inherent in U.S. standards.

Expanded technical sessions scheduled for 2nd International TV Symposium April 30-May 4 at Montreux, Switzerland, will place emphasis on space satellites & color. Among highlights of papers by scientists from 11 countries: International relaying of TV, by I. Ranzi & W. Klein, Swiss Postoffice Dept.; H. E. Weppler, AT&T; L. Jaffe & P. T. Cole, NASA; R. P. Haviland, GE. Color TV session will feature papers by Charles J. Hirsch, RCA (survey of developments); Dr. J. Müller, Fernmelde-Technisches Zentralamt, Darmstadt (international color microwave); W. Bruch, Telefunken (NTSC standards); P. Cassagne, G. Melchior & D. Brouard, French CFT (Secam color system); H. Breimer, Philips (color set stability); G. Valensi, former CCIR director (color from space satellites). Among other highlights will be papers on uhf, multi-standard TV sets, transistorized TV, new broadcast equipment, TV tape recordings. Special citations will be presented to RCA's V. K. Zworykin and F. Schoeter, Germany; Isaac Shoenberg, U.K.; G. Valensi, France; H. Yagi, Japan.

Personals

Kevin B. Sweeney submits resignation as RAB pres., effective Feb. 28, 1963, successor to be named by midsummer.

James Conley named ABC-TV national sales exec. vp. . . . **Howard Cosell** named ABC Radio sports mgr. . . . **Robert Blackmore** promoted to NBC Films central states sales executive; **Con Hartsock,** ex-Screen Gems, named to similar post for southwest.

Romney Wheeler, ex-USIA TV Service dir., resigns to join RCA in PR dept., N.Y.; before govt. stint, he served as NBC European operations dir. and NBC International pres.

Leo Jaffe promoted to Columbia Pictures executive vp and Screen Gems first vp & finance committee chmn.; **M. J. Frankovich** moves up to Columbia first vp; **Sol A. Schwartz** named West Coast vp; **Seymour Malamed** elected treas.; Screen Gems exec. vp **Jerome Hyams** named to Columbia board, replacing late **A. Montague**; **Bert Schneider** elected Screen Gems treas.

William B. Monroe, Jr., NBC Washington news operation dir., speaks at U. of Ill. radio & TV news clinic at Urbana May 12. . . . **Donald L. Sandberg** promoted to National Educational TV & Radio Center station relations associate, N. Y. . . . **Phil Cowan** promoted to Metropolitan Bcstg. PR vp.

Dr. Harold Niven, U. of Wash., elected pres. of Assn. for Professional Bcstg. Education, succeeding **Dr. Bruce Linton,** U. of Kan.; **W. C. Swartley,** WBZ Boston, & **W. Earl Dougherty,** KXEO Mexico, Mo., reelected vp & secy.-treas., respectively.

T. Mitchell Hastings, Concert Network, elected pres. of National Assn. of FM Bcstrs., succeeding **Fred Rabell,** KITT San Diego; **Arthur C. Crawford,** KCBH Beverly Hills, vp; **W. C. Baird, Jr.,** WFMB Nashville, secy.; **Abe Voron,** WQAL Philadelphia, treas.

Alvin G. Flanagan, ex-NAFI stations pres., named KBTV Denver vp & gen. mgr. . . . **Milton P. Kayle,** ex-Independent TV Corp. business & legal affairs vp., named VIP Radio (Whitney Communications Corp.) exec. vp.

William B. Hartsfield, ex-Atlanta Mayor, named WSB-TV & WSB Atlanta editorial consultant . . . **John Shaw,** ex-Western Lithograph Co. pres., named Mobile Video Tapes Inc. pres., Los Angeles.

Robert Young & Charles Dorkins get George Polk Memorial Award for "significant achievement in journalism" for their film coverage for NBC's *White Paper No. 7*—"Angola: Journey to a War."

Lewis W. Shollenberger, ABC Washington news & special events dir., elected to National Academy of TV Arts & Sciences board of trustees; **Weston Harris,** WRC-TV Washington program dir., to Washington Chapter board of governors, replacing **Rob Diefenbach.**

Disturbed by success of closed-circuit theatre telecast of N.Y. stage play "Gideon" (Vol. 2:14 p7), movie industry will fight practice, may insist on clause in future contracts barring such telecasts of plays bought for filming, according to reporter Murray Schumach in April 2 *N.Y. Times*. He quotes Hollywood executives, including 20th Century-Fox production exec. vp Peter G. Levathes and Mirisch Co. head Walter Mirisch, who claim closed-circuit viewings will adversely affect values of shows' movie versions, might be banned in future Hollywood-Broadway deals.

Cancellation of political telecast by WBAL-TV Baltimore brought complaint from George P. Mahoney, candidate for Democratic nomination for governor of Md., who sent copy of film to FCC for opinion. Station refused to carry film, which contains statements by citizens who lost money in recent state savings & loan trouble, fearing "libelous or slanderous statements by non-candidates." In similar previous case (*Felix v. Westinghouse*), a station was held responsible for libelous statements made by campaign manager speaking for candidate.

Council on Medical TV will hold 4th annual meeting at National Institutes of Health, Bethesda, Md., May 15-16 featuring keynote addresses by FCC Comr. Lee and Rep. Fogarty (D-R.I.). Topics will include open-circuit TV uses in Utah and Okla., scrambled-image medical TV experiment in Jacksonville, and the S.C. intrastate closed-circuit network programming for postgraduate education. Council is an activity of the non-profit Institute for Advancement of Medical Communication, 33 E. 68th St., N.Y. 21.

Revocation of license of radio KBOM Bismarck-Mandan, N.D. has been recommended in initial decision by FCC Examiner Charles J. Frederick, for misrepresentation & false statements to Commission about ownership, plus other violations.

Morale of FCC employees was rated "good" by 51.2% of agency's workers according to poll of govt. employees in his district conducted by Rep. Broyhill (R-Va.). Of the 43 employees questioned, 11.6% rated morale "poor," while 37.2% called it "medium." Among FTC workers, 41.7% termed morale "good," 25% "medium," 33.3% "poor."

Tobacco advertising on TV before 9 p.m. will be stopped to discourage children from smoking, 5 British tobacco firms announced. Another tobacco company said it will limit TV advertising to hours when children are least likely to be viewing. Actions are in conjunction with govt. campaign to discourage smoking by children.

National Community Antenna TV Assn. of Canada holds 6th annual convention & trade show at Chateau Frontenac, Quebec, May 2-4. Principal speaker is Hon. Leon Balcer, Federal Minister of Transport.

Weekly report of prime time network TV advertisers, *Network Advertiser Report*, is now being published by Television Index Inc. It lists week's advertisers, agencies, program portions, frequency of sponsorships on networks. It's $50 a year.

Buffalo TV facilities were major factor in its choice for Republican state convention Sept. 17-19. Proceedings will be televised over statewide network.

Correction: Minimum proposed charge per subscriber for Teleglobe pay-TV test in Denver, reported in Vol. 2:14 p5, should be $3.25 weekly.

New uhf CP: Marion, Ind., Ch. 31, to Geneco Bcstg.

Delta Electronics Inc., specialized electronic equipment firm, has been organized at 4206 Wheeler Ave., Alexandria, Va. Initial capitalization is $100,000. A. D. Ring, senior partner of A. D. Ring & Associates, Washington consulting radio engineers, is chmn., Stephen W. Kershner, a Ring partner, is pres. Firm will specialize in industrial audio equipment, antennas, special instrumentation, RF equipment. Other Delta officials, also Ring partners: Kenneth Owen, vp & gen. mgr.; Charles S. Wright, engineering vp; Marvin Blumberg, secy.-treas.; Howard T. Head, advanced engineering projects consultant. Ralph E. Cannon, Jr., ex-Cook Electric, is senior project engineer.

TV has good influence on children, 75% of parents report in Milwaukee area survey by Dr. Wilbur Schramm, Stanford U. Institute for Communications Research. However, 55% also noticed undesirable behavior in children, attributed it to TV. In other aspects, 55% claimed TV was good for children's school records, 5% felt it detrimental, 40% didn't know or didn't answer; 76% said it was good influence on home life, 5% bad, 19% didn't know. Biggest complaint was against TV violence, 52% asserting children saw or imitated too much, 30% criticizing one program, *Three Stooges*.

"Fear of television," due to misconceptions & distortions about U.S. TV, exists in some foreign countries, according to NBC Chmn. Robert Sarnoff. Reporting on recent tour through Greece, Turkey, Lebanon, Israel & India, he said misconceptions are received from internationally circulated U.S. publications rather than from firsthand observation of U.S. TV or exposure to American TV exports abroad. Critics & spokesmen whose voices reach overseas have obligation to give more accurate & balanced views about U.S. TV, he stated.

Strap-on TV set, worn in telephone operator headset fashion, has been developed by Hughes Aircraft. Called "Electrocular," entire device weights 30 oz., projects picture onto plastic monocle set 1½ in. in front of one eye. Wearer can either watch or ignore picture without interference with normal vision. Hughes foresees uses for device in aviation, space exploration, industry, medicine, military.

Nigeria's govt.-owned TV began April 1 in Lagos, using mobile unit as combination studio, control room & transmitter. Service was established with aid of NBC International experts, managing agents for new federal network. Construction of permanent facilities will be completed soon.

KTNT-TV Seattle will move hq to ship *Dominion Monarch*, which has been converted to floating hotel in conjunction with Seattle World's Fair. Nearly 11,000 sq. ft. of converted British luxury liner, permanently anchored on Seattle waterfront, will be converted to studios & offices.

Boxing on TV-radio would be prohibited by bill (HR-11074) introduced by Rep. Multer (D-N.Y.). Citing 8 boxing fatalities in 1954-1959, he urged amendment of Communications Act to end coverage.

New British pay-TV system, "PayVision," has been previewed by Marconi in London. System uses cable to transmit to homes, bills subscribers. Installation charge is $14, average cost of programs 35¢.

Transistorized undersea TV camera for Navy will be produced by Admiral. Camera will have low-light-level tube and controls for iris, video gain, beam current.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

FM STEREO—GROWING PAINS ENDING? You can expect accelerated growth of FM stereocasting and receiver sales for remainder of year. Medium's passage from growing-pains stage was signaled last week at NAB convention in Chicago by heavily attended 2½-hour panel session at which problems were freely weighed and almost all answers were on plus side of ledger. It was signaled, too, by heavy interest in FM-stereo station gear at NAB's equipment show, and by more ready availability of such station equipment as stereo monitors.

There will be 300 FM-stereo stations on air by year's end, predicted NAB FM Radio Committee Chmn. Ben Strouse (of non-stereo WWDC-FM Washington). Our own poll of the 7 FM equipment manufacturers exhibiting at show indicated estimate may not be far off. They reported total of 175 FM-station stereo generators have been delivered to date, and backlog of orders for at least half that many more. Of the 175 units in field, more than 80 are now transmitting stereo.

NAB's FM-stereo panel, which drew heavier attendance than any FM broadcasters' session of recent memory, featured 9 FM stereocasters, 2 FM broadcasters not in stereo, plus FCC's stereo expert Harold Kassens and EIA consumer products staff dir. L. M. Sandwick.

Session could have developed into sniping expedition of broadcasters against set manufacturers. It didn't, largely through Sandwick's highly impressive ambassadorship for set-making industry, which bodes well for future broadcaster-manufacturer relations. Recriminations against manufacturers were few, and most stereocasters seemed to feel industry cooperation had been good so far. These were major points made in panel session:

(1) Receivers & antennas. Sets are getting better and more available, with stereo receivers now accounting for 10% or more of FM sets-in-use in some of first stereocasting areas. There seems to be no reduction in area coverage of monaural sets when station goes stereo, and drop in area covered by stereo signal (on stereo sets as compared with monaural) may not be as great as once was feared. San Francisco's KPEN reported stereo coverage as far as 100 miles from station.

Good antennas are necessary in many areas for stereo reception, and consumer often blames set for poor signal when antenna is at fault. Antennas are particularly important in fringes and in big-city areas where reflections from buildings can kill stereo effect.

Sandwick announced that EIA hoped to begin issuing FM-stereo sales & production statistics around June 1. These will cover table radios, phono-radio consoles, stereo adapters, component-type tuners & component-type receivers.

(2) Commercial support. Main source of revenue for FM stereocasts during early growth period must be from receiver & record industries, most panelists agreed. FM stereo won't appeal to other advertisers until there's much larger audience. Some successful operators indicated their FM-stereo investment already had been recouped by added sponsorships. WPFB-FM Middletown, O., whose stereo investment was $14,000, received $2,000 in additional revenue first month of operation and now is averaging $1,500-$2,000 extra a month. KPEN's "added revenue in any one month has paid for the entire additional cost of stereo." This view was not unanimous, however.

There was sharp dispute over "ping-pong" and "steamboat" recordings—records with exaggerated separation—and whether "we should let hi-fi dealers program our stations." Some stations reported compromises, with "demonstration" records played during special hours timed for heavy dealer traffic; others steadfastly refused to "lower our standards."

There was agreement, however, that much of stereo disc & tape library is unsuitable for compatible stereo-mono broadcasting. KITT San Diego, a non-stereo station, reported it found "close to 30% of stereo records unsuitable for true stereo." N.Y. area's all-stereo WTFM found about 20% of its library of 55,000 stereo selections couldn't be used.

(3) Background music plus stereo. Some stations which are distributing multiplex SCA channel (storecasting, etc.) have had serious problem in eliminating crosstalk between stereo subcarrier & SCA subcarrier. However, fact that others reported no trouble at all indicates that this problem can be cleared up. What about stations, such as WMC-FM Memphis, which program 2 SCA subcarriers (one for storecasting, one for background music) and now have no room to add stereo subcarrier? FCC's Kassens ventured prediction that technical advances would let them into stereo market, too, "before long."

(4) Whatchacallit? Debate on "FM stereo" vs. "stereo FM" vs. "multiplex" opened up again, with KPEN officials restating opinion that "multiplex" was more distinctive word, differentiating stereo radio from phono stereo. Others said they thought it too technical for public. Kassens drew laugh when he came up with new name: "hi-hi-fi-fi."

FM broadcasters left meeting with feeling that stereo, although not spreading like house-a-fire, is entering period of orderly growth, and that set manufacturing industry will go all-out to help underwrite its pioneering stage.

RCA SUES PHILCO FOR 'BLOCKING COLOR': Philco was pictured as mastermind of illicit propaganda & patent ring which successfully kept color away from public for many years, in $174-million treble-damage countersuit filed late last week by RCA in Philadelphia federal court. RCA's move was latest maneuver in 5-year-old anti-trust case in which Philco is seeking $150 million from RCA, GE & AT&T on charges of illegal monopoly in RCA patent-pool practices (Vol. 13:3 p2).

In asking court to list Philco's new parent Ford Motor Co. as participant in legal battle, RCA also threw its counterclaim into the pot, stating that it had recently uncovered facts showing "plaintiffs engaged in anti-trust violations in the color-TV field to the damage of RCA."

RCA charged that Philco & its tube-making subsidiary Lansdale combined "with important & powerful manufacturers in the TV industry" to monopolize & pool patents & engineering on Philco's "Apple" color-TV receiving system, and to impede sales of color TV until Apple system was ready "to dominate the color-TV industry." Other manufacturers weren't identified by RCA.

To accomplish this goal, RCA charged, Philco: (1) Deliberately secured color patents it didn't intend to use, merely to blank out competition. (2) Set up illegal exclusive patent pool for Apple system exchanging "secret information" to detriment of non-members of pool. (3) "Knowingly disseminated false information" to disparage RCA type color sets in eyes of public, dealers & manufacturers, even seeking "to create an ostensibly independent organization, in which the name of Philco did not appear," as springboard for attacks on RCA color sets.

Philco vp-gen. attorney Henry R. Nolte, questioned about charges, said he hadn't yet reviewed the claims, but "the allegations by RCA as reported in the press are without merit and we are confident that this will be demonstrated when the suit is tried in court."

Bringing Ford Motor Co. into case—although actually a pro-forma move—gives it novel David-&-Goliath twist. When Philco filed its original suit in January 1957, RCA was the giant. If court grants motion to include Ford in case, Philco will be on side of the bigger giant. In Philco's suit & RCA's counterclaim, each manufacturer accuses other of illegal patent-pool practices violating Sherman Act.

Philco's Apple, or beam-indexing, color receiver created excitement in mid-1950's, but never was produced commercially. However, as recently as last june, James M. Skinner, then Philco president, said in answer to a news conference question: "If we could see enough market to warrant the investment, we'd be in a position to make such a set now" (Vol. 17:24 p16). Chassis of Philco's current color sets are made by RCA.

Note: At week's end, RCA announced it will produce color tubes at its Marion, Ind. tube plant, in 2nd major expansion this year. New $1.7-million program is in addition to $1.5-million expansion of color tube facilities at Lancaster, Pa. Two production lines will be in operation in Marion before year's end.

SALES OF TV REMOTES 'SOFT' & SLIPPING: Popularity of TV remote controls is waning at both consumer & manufacturer levels, our discussion with industry leaders last week indicate. Most popular TV "accessory" in 1960 (Vol. 16:16 p15), remotes, both limited- & multi-function types, apparently are experiencing more sales difficulty in 1962's marketplace. Although several companies say sales are up, industry average seemingly is down—and there are reports of dumping of remotes.

Figures on remotes' share of TV sales are hard to come by, and estimates we got ranged from 9% to 20%. Zenith, conceded to be leader in remotes, claims to make more than all other set makers combined. This, of course, aggravates figure-gathering because EIA, most reliable source of industry figures, compiles no statistics on product if single company produces more than ⅓ of industry total. In 1960, we estimated remotes' percentage of TV sales at "perhaps 10%" (Vol. 16:17 p16). We judge now that it has slipped slightly, to around 9%.

Slippage will continue, executive of major TV manufacturer told us, adding: "I don't think the TV remote control business will grow. Rather, I believe the sales pattern will shift. They'll sell more remotes with portables and color sets and fewer with high-end b&w models—but the net result will be that over-all remote sales will continue to slip."

Consensus is that 3 major factors have clipped remotes' high-flying wings: (1) High price & inability of consumer to equate price with seemingly inexpensive-looking control unit. (2) Decline of b&w console business. (3) Inability or disinclination of distributors & dealers to merchandise & push remotes.

Would price breakthrough put remotes back on popularity road? There's general agreement that remotes at half their present prices would develop into rousing business. Trick is to bring prices down. Limited-function remotes currently add about $50 to price of set; multi-function deluxe models add up to $100 and more. Bryce S. (Buzz) Durant, RCA Sales Corp. vp for product planning & development, told us that nature of wireless remote is much that sizable reduction in manufacturing cost isn't in sight. He also noted this complication: "Although remotes' high price is a factor, there'd be little sales gain if you stripped remotes' features to drop the price. The consumer wants all the functions that are available. You can reduce price by reducing services performed, but you'll have difficulty moving stripped-down remotes. In b&w sets, remote sales are concentrating in portables, many of which wind up as bedroom sets. When the owner buys a remote for his bedroom, he wants one that will enable him to completely control the set without his having to get out of bed." Here are comments of other industry leaders:

Emerson: Pres. Benjamin Abrams guesses that industry's remote percentage approaches 10-12%, said "this figure would increase if costs could be brought down." He thinks that remotes' ratio to TV sales has remained "stationary for the past 2 years." Abrams said: "A good remote is $70-75 extra and a 2-function remote makes a $40-45 differential. Even that figure is too high. Except for the cost factor, remotes would be a good business—particularly with portables, which often become the bedroom set."

GE: William E. Davidson, TV-receiver Dept. gen. mgr., noting that most successful remote markets are those with more than one or 2 TV stations, estimated that "approximately 9% of current industry TV set sales are in models equipped with remote controls." He added: "This segment of the market will remain comparatively small as long as remotes remain an accessory. Although the value of remote TV is easily demonstrated to the customer, the sharply defined price differential between manual & remote sets represents a psychological barrier. The customer has a tendency to equate the extra price with the remote control unit itself, not realizing the major cost of the system is in the circuitry hidden inside the set."

Motorola: Mktg. vp S. R. (Ted) Herkes told us Motorola doesn't regard remotes as major factor in TV business, sees their future primarily in "bedroom sets." The remote, he said, "seems to have regulated itself to the portable end of the business."

Muntz TV: vp Jack Simberg told us: "Remotes represent 1% of our total TV volume. It's about the same as a year ago. They've never been a factor in our line; they don't fit into our price scheme. Remotes would price out to $30 or more and would start pushing us above the $250 line. When you're selling TV sets under $250, that extra $30 means a lot more than it does when you're offering high-end merchandise. We have one TV with remote, a wood-cabinet model priced at $250. We have the feeling that interest in remotes is softening. Demand from our dealers is down."

Packard Bell: Home Products Div. vp Ken R. Johnson estimated future of remote as 15-20% of industry

sales, noted that "it's a very good sales feature, although not yet at the 20% mark." He said P-B's remote sales are up over last year, pointed out that controls are sold optionally, can be installed by dealer in store.

Philco: TV mktg. mgr. Jack Kane said "we don't see any softening; our percentage of sales is running about the same as last year." Philco offers remote control kit as optional unit, at $70, in high-end consoles, is getting a 12% sales ratio. Philco sells 2 19-in. Compact portables with remotes built into retail price; they're accounting for 10% of total 19-in. Compact sales. Price differential in counterpart models runs about $40-$50. Kane added: "Progress of remote business will not advance appreciably until price can come below $50. Consumers are hesitant to pay a $70 to $100 premium for remotes."

Olympic: Pres. Morris Sobin told us he believes "remotes' percentage of market has gone down."

RCA: RCA Sales Corp. mktg. vp Raymond W. Saxon told us "remote business in portables and color sets is ahead of last year." However, sales are down in b&w console remotes because "sales of higher-priced b&w TVs have dropped." He continued: "We still believe that remotes represent a good business and a virtually untapped market—but they need more selling by all concerned. We will continue to offer remotes in all phases of our line. In our new line, there will be no counterpart b&w consoles without remotes. This will give our dealers exclusive models to sell. We will continue to have 2 remotes—a 7-position model for color sets, a 3-function model for b&w."

Zenith: Sales Corp. Pres. Leonard C. Truesdell told us "Zenith makes several times as many remote sets as all others combined. It's a good, steady business, with about the same percentage as last year."

POCKET RADIO PRICE WAR—GE AT $14.95: GE minced no words at week's end in cutting its 6-transistor pocket radio from $16.95 to $14.95 to meet RCA's similar move just 7 days earlier (Vol. 2:14 p11). Reduction was made "in order to maintain GE's competitive position in the radio market," said Radio & TV Div. marketing mgr. William B. Clemmons.

Minimum list prices of major U.S. brand transistor radios thus have dropped $10 in single 12-month period. Latest round of reductions started in January when GE cut 6-transistor price leader from $19.95 to $16.95 (Vol. 2:3 p10). Motorola & Admiral followed suit in March, but before month was over RCA had lopped $5 from its lowest-price unit, bringing it to $14.95.

Both Admiral & Motorola said at week's end they had no immediate plans for price changes—but "immediate" could mean "in next 10 minutes."

TV-RADIO PRODUCTION: EIA statistics for week ended March 30 (13th week of 1962):

	March 24-30	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	136,529	129,899	98,225	1,692,859	1,309,811
Total radio	353,531	361,343	267,770	4,635,084	3,589,154
auto radio	119,383	131,132	70,581	1,650,595	1,079,336

TOPICS & TRENDS

Congressional review of Presidential tariff concessions was urged by EIA last week in testimony before House Ways & Means Committee on Administration's trade bill (HR-9900). EIA Electronic Imports Committee Chmn. Robert C. Sprague reviewed association's position on bill (Vol. 2:12 p10), urging that either House or Senate be given right to reject proposed agreements by majority vote. He also asked safeguards against injury of domestic industries by imports, removal of restrictions against U. S. products by foreign countries as a condition to lowering our own barriers, and revision of "most favored nation" policy which would give Japan further concessions as result of U. S. agreements with Common Market countries.

Another 14-in. TV import is coming—this one from Star-Lite Merchandise Corp. (37 W. 23rd St., N.Y.). Sales mgr. Ralph Setton told us last week that set will list at about $99.95, cost dealers about $73-75. It probably will be available for fall selling. Star-Lite has been shipping its 8-in. set, priced in the $120 range (Vol. 2:10 p7), for about 10 days. As of mid-March, it's believed about 300 of these had arrived from Japan, but Setton said shipments are increasing.

All-day LP record may emerge from new disc-recording technique demonstrated to broadcasters last week at NAB convention in Chicago. Version shown at convention's equipment exhibit by ITA Electronics (see p. 4) is designed for logging radio broadcasts, will record more than 24 hours of programming on 2 sides of 9-in. vinyl disc, playing at 2 rpm. System's inventor, Robert Wagner, musician who started investigating new recording techniques 30 years ago, told us hi-fi stereo or mono recordings could be made using same technique at 4 or 6 rpm. Secret of system is steady 30-kc excitation of stylus during recording process.

Wagner has designed portable transistorized version of his long-long-play record system, sees it as ideal medium for recording entire books on single discs, and especially suitable as automobile music system.

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TV-radio-phono sales increases this year were projected in poll of home furnishings group directors of National Retail Merchants Assn. Median increases predicted by the department store executives, as compared with last year: Color TV 10%, records 8%, all brown goods 5.5%. Directors blamed manufacturers' distribution policies for increasing retail profit squeeze in TV, radio, white goods & small appliances.

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New FM stereo starter: KCBH Beverly Hills, Los Angeles area's 5th and nation's 81st.

Trade Personals

Raymond V. Pepe, vp of James B. Lansing Sound Inc., re-elected pres., Institute of High Fidelity Mfrs. Other officers elected: **Walter O. Stanton**, vp; **Saul B. Marantz** (Marantz Co. pres.) treas. & a dir.; **Wybo Semmelink** (Norelco sales mgr.), secy. Elected dirs.: **Herbert Horowitz**, Empire Scientific pres.; **Vic Pomper**, H. H. Scott vp; **Rudy Bozak**, R. T. Bozak Mfg. pres.

Earl G. Erickson, recently resigned gen. mgr. of Admiral Sales Corp.'s Chicago Div. (Vol. 2:14 p12), appointed mgr., Motorola Chicago distributor branch, succeeding **C. Fred Parsons** who will handle special marketing assignments for Consumer Products Div. . . . **Andrew Lorant**, ex-Bell Sound Div. ad & promotion mgr., joins Harold Cabot & Co., Boston ad agency as account executive.

William A. McCracken, ex-Philco, joins General Instrument as operations vp, Capacitor Div. . . . **George G. Main**, Westinghouse financial vp, elected a dir.

Douglas D. Danforth, Westinghouse Control Div. Gen. Mgr., elected a vp. . . . **Robert Donner** named Samson Electronics Div. Sales Dir., a new post.

Frederick G. Reiter has resigned as Philco Finance Corp. pres.-treas., effective April 15, to become senior member of management of James Talcott Inc., N.Y. commercial finance firm.

William F. E. Long, ex-Philco Lansdale Tube Div., rejoins EIA as mktg. services dir., succeeding **George W. Westfall**, resigned. . . . **Harold Hibschman**, former Stromberg-Carlson consumer products sales mgr., appointed Pilot Radio mktg. mgr., a new post.

Gerhard H. Kadisch appointed mktg. vp, Siegler's Bogen-Presto Div. . . . **Sydney M. Murray** named pres., Electronic Communications subsidiary Standard Products Inc., Wichita, Kan.

Larry L. Malin, former Admiral Commercial Electronics Div. vp, appointed Sylvania district sales mgr. in Los Angeles, succeeding **Gerald P. Goetten**, resigned.

H. W. Thue appointed mfg. vp, IBM General Products Div. . . . **Louis T. Rader**, former ITT group vp & board member, joins Sperry Rand May 1 as pres. of new Univac Div.; **Jay W. Schnackel** named vp.

Ivan L. Brandt named Erie Resistor research & engineering vp . . . **Dr. John L. Sprague**, Sprague Electric semiconductor research dir. elected to board; **Robert E. Kelley**, Boston attorney, also elected a dir. & clerk, appointed general counsel.

Paul E. Bryant, former sales vp of Hoffman Electronics' Consumer Products Div., named Fisher Radio gen. sales mgr., succeeding **James J. Parks**, resigned; **Leon A. Wortman**, ex-Kudner Agency & RCA, appointed mktg. services dir.

John J. Graham, former RCA executive & ITT vp since Dec., appointed head of latter's U.S. Commercial Group; **A. W. McEwan** named dir. of ITT Components Div. electron tube labs, Clifton, N.J.; **Glenn W. Bailey** appointed pres. of ITT's subsidiary Royal Electric Corp., Pawtucket, R.I.

Felix T. Troilo appointed International Resistance Eastern District sales mgr.

George B. Estes, ex-Raytheon, **Walter H. Powell** and **John L. Keating** named International Resistance Co. operations dirs., new posts. Estes will supervise IRC's Philadelphia, Documented Reliability and Frontier Electronics Divs., and Downingtown, Pa. plant; Keating continues as IRC management services dir., also will supervise North American Electronics, in which IRC holds a majority interest. Powell, IRC vp & industrial relations dir., also will direct Control Components Div. and manufacturing operations in Burlington, Ia., Boone, N.C., St. Petersburg, Fla., and Puerto Rico.

J. Walton Colvin, ex-Bendix Field Engineering Corp. marketing mgr., named General Dynamics Electronics plans & programs mgr., San Diego.

Robert H. Sommer elected GT&E controller.

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Philco will terminate in June franchises for associate portable TV distributors and is "looking" at its console TV franchises to "revise this group as well," consumer products Gen. Sales & Mktg. Mgr. Charles Hakimian said last week. "We are not totally disbanding the associate distributor idea," he said, "but we are trying to bring our AD program more in line with our plan to strengthen our distributor & dealer organizations."

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Common Share Per	Common Shares
AB-PT	1961—year to Dec. 31	$ 363,085,183[1]	$21,318,096	$ 9,905,564[1,2]	$2.31[4]	4,361,376
	1960—year to Dec. 31	334,436,856	22,870,180	10,474,751[3]	2.46[4]	4,232,731
AT&T	1962—year to Feb. 28	8,514,233,000	—	1,302,087,000	5.55	234,683,000
	1961—year to Feb. 28	8,001,146,000	—	1,226,746,000	5.56	220,708,000
	1962—qtr. to Feb. 28	2,174,125,000	—	335,019,000	1.42	235,963,000
	1961—qtr. to Feb. 28	2,028,852,000	—	304,018,000	1.36	223,602,000
Cohu Electronics	1961—year to Dec. 31	9,203,250	1,037,911	527,911	.37	1,427,051
	1960—year to Dec. 31	7,135,022	459,020	459,020	.32	1,415,821
	1961—qtr. to Dec. 31	1,964,899	—	114,109	.08	1,427,051
	1960—qtr. to Dec. 31	1,913,152	—	313,790	.22	1,415,821
Consol. Electronics Industries	1961—year to Dec. 31	144,437,881	9,501,948	5,003,089	1.58	3,170,002
	1960—year to Dec. 31	92,939,802	7,530,381	3,573,246	1.26	2,828,620
General Tire & Rubber	1962—qtr. to Feb. 28	196,872,350	—	4,653,000[5]	.81	5,424,832
	1961—qtr. to Feb. 28	171,902,958	—	5,304,000[6]	.94	5,424,832
Hoffman Electronics	1961—year to Dec. 31	57,243,044[1]	—	647,100	.42	1,538,388
	1960—year to Dec. 31	54,271,837	—	(968,400)	—	1,529,254
Muter Co.	1961—year to Dec. 31[9]	14,553,107	—	243,962	.20	1,199,094
	1960—year to Dec. 31	11,853,827	—	131,633	.15	880,461
Philips Electronics & Pharmaceutical	1961—year to Dec. 31	38,345,040	1,823,659	1,054,066	.53	2,000,874
	1960—year to Dec. 31	33,269,155	2,112,903	1,042,493	.52	1,994,474
Philips Lamp	1961—year to Dec. 31	1,369,700,000	—	90,465,000	—	—
	1960—year to Dec. 31	1,325,000,000	—	110,000,000	—	—
Reeves Soundcraft	1961—year to Dec. 31	6,520,690	(220,938)	(220,938)[7]	—	3,235,515
	1960—year to Dec. 31	5,896,485	113,208	58,208[8]	.02	3,054,515
Thompson-Starrett (Delmonico)	1961—year to Dec. 31	23,539,992	—	570,689	.18[4]	2,817,646
	1960—year to Dec. 31	13,950,568	—	(654,033)	—	2,666,363
Wells-Gardner Electronics Story below	1961—year to Dec. 31	25,199,005	—	896,458	2.08	422,400
	1960—year to Dec. 31	25,342,358	1,877,141	877,141	2.08	422,400

Notes: [1]Record. [2]Before capital gains of $5.1 million ($1.20 a share). [3]Before capital gains of $1.3 million (32¢). [4]After preferred dividends. [5]Includes $1,226,074 earnings of RKO General. [6]Includes $1,881,002 earnings of RKO General. [7]Before special credit of $1,170,430 (29¢). [8]Before special credit of $922,645 (30¢). [9]Includes subsidiary General Magnetic, acquired Jan. 1, 1961.

Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
Gen. Tire & Rubber	Stk.	300%	Apr. 27	Apr. 10
A. C. Nielsen	Q	$0.15	May 1	Apr. 12
United Artists	Q	.40	June 29	June 15

Wells-Gardner Electronics earnings increased moderately in 1961 despite a slip in sales (see financial table). Pres. Grant Gardner termed 1962's outlook "favorable," noted a $5.5-million backlog compared with $4.3 million year earlier. Gardner also said company has decided to terminate activities in military & industrial electronics fields because of "increased competition and limited profit opportunities." Discussing "growth opportunities" in consumer electronics, Gardner said: "The over-all market for radio & TV is expected to continue to expand because of population growth. Wells-Gardner's principal customers are aggressively expanding their retail organizations and can be expected to gain an increasing share of the total radio & TV market."

Sprague Electric, which posted record sales & earnings in 1961 (Vol. 2:14 p14), expects "substantial" sales gains and a good year in earnings in 1962, Chmn. Robert C. Sprague told annual meeting.

Philips Lamp, Netherlands-based worldwide electronics & industrial concern, will sell 6,153,140 shares of common to its stockholders in June, after planned 2-for-1 split. It's estimated that about 37% of the stock is owned by American investors. In SEC registration, Philips said offering would be in ratio of one new share for each 5 common and one for each 15 participating preferred shares outstanding May 29. Offering will run from June 1 to 22. No data on subscription price was released. Shares to be offered will be from those authorized after proposed 2-for-1 split which will be submitted for stockholder approval at April 19 meeting.

Ling-Temco-Vought reported a 1961 loss of $13,158,591 on sales of $192,847,111 after writeoffs which equalled $4.99 a share. Year-earlier comparisons were not available because of 1961 merger of Ling-Temco Electronics and Chance Vought. Company said it began 1962 with backlog of more than $300 million.

Electronics International Capital reported net assets of $14,854,473 on Jan. 31, up from $14,551,073 a year earlier. Net assets per share increased to $9.12 from $8.94, based in both years on 1,627,891 capital shares.

Delmonico International's 1961 sales rose 66% to $10,087,820 as sales of parent Thompson-Starrett climbed 68% to $23.5 million from $14 million (see financial table).

APR 16 1962

WEEKLY

Television Digest

APRIL 16, 1962

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The authoritative service for executives in all branches of the television arts & industries

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Broadcast

ALL-CHANNEL BILL LOOSE ENDS TIED in House Commerce Committee report which contemplates deintermixture moratorium for 5-7 years or more, tells what kind of uhf-vhf set performance it expects (p. 1).

HEW CHILDREN-TV STUDY RILES NAB, singling out TV in juvenile-delinquency research. Collins terms move "unfair," says it's nothing like his recommendations (p. 2).

CBS COMPENSATION PLAN UNDER JUSTICE ATTACK, anti-trust complaint claiming affiliates are forced to carry virtually all CBS's afternoon & evening offerings (p. 2).

COMPROMISE ETV BILL DUE FOR QUICK PASSAGE. Message provides $32 million. Griffiin amendment killed (p. 3).

TRANSATLANTIC TV, via satellite, tentatively scheduled for next month, raises diplomatic as well as engineering questions. President Kennedy may be barred from appearing on "10-minute spectacular" (p. 3).

FCC STAFF REVIEW BOARD A STEP NEARER. Commission announcing tentative decision to create senior-men group to handle routine decisions (p. 3).

NEW AM-FM DIRECTORY IN THE WORKS, all data updated as of April 15. Covers all stations, CPs, applications, call letters (p. 4).

Consumer Electronics

SHORTER COLOR TUBE due for production in January by RCA. New round 21-in. tube may also have added brightness. Expected to break size barrier to color set sales (p. 7).

16-in. "LIGHTWEIGHT" SETS due this year as new square-cornered tube gets go-ahead. Prices will be close to 19-in. Introduction at spring-summer showings possible (p. 8).

KIMCODE TUBE getting size-up from UL & tube makers. Some set makers said to be enthusiastic, others "cool." Production could begin in 7-10 weeks (p. 8).

JAPANESE RATE OF INCREASE OFF, electronics output rising 19% in 9 months of 1961, compared with 31% increase year earlier (p. 11).

FEB. PRODUCTION FIGURES from EIA show TV-radio output up sharply from year-ago levels. Uhf, FM, picture and receiving tubes also post healthy gains (p. 11).

ALL-CHANNEL BILL LOOSE ENDS TIED: All-channel-receiver bill, approved by House Commerce Committee, was fleshed out in important aspects in report issued by Committee last week. Several key matters were left out of bill because Congress usually considers it bad legislation to freeze into law those details normally left to regulatory agencies. However, report constitutes "legislative history" which has powerful influence on FCC even though it lacks force of law. Key factors in report:

(1) FCC will retain moratorium on 8 deintermixture cases "for 5, 6, or 7 years, or, more likely, an even longer period of time, after the date of enactment of all-channel legislation until the effectiveness of the legislation has had a reasonable chance to prove itself."

(2) FCC isn't stopped from deciding 4 other deintermixture cases on their merits—Springfield & Peoria, Ill.; Bakersfield, Cal.; Evansville, Ind.—but Committee takes FCC's word that "it will give great weight to any loss of service . . . which would result from the abandonment of vhf . . . in these cases."

(3) Performance of sets: Phrase "be capable of receiving"—in bill—"contemplates that all receivers shipped in interstate commerce or imported will be constructed with equipment inside its cabinet which will have performance characteristics sufficient to permit satisfactory and usable reception of each of the present 12 vhf and 70 uhf channels in any location where, in the light of the normal state of receiver development at the time, such reception can be expected. The performance capabilities of such sets for receiving uhf signals

should be adequate to assure that the purchasers of these sets will in fact get comparable reception from uhf and vhf stations." Any other kind of sets would be "a fraud on the public."

(4) FCC wasn't given power to prescribe minimum performance of sets "because at this time the committee is not persuaded that it is necessary in the public interest to involve the Commission in the details of television set manufacturing."

Reps. Roberts (D-Ala.) & Hemphill (D-S.C.) added views repeating much of full committee's report—and saying they understand that FCC wouldn't deintermix for at least 9 years, and not even then unless Congress approves.

It's uncertain whether bill will get to vote on House floor before April 19-30 Easter recess. After House acts, Senate is expected to follow quickly. (Report is No. 1559, available from House Committee on Interstate & Foreign Commerce.)

HEW CHILDREN-TV STUDY RILES NAB: Sen. Dodd (D-Conn.) singled out TV as whipping boy in his juvenile delinquency investigation, persuaded Secy. Ribicoff of Health, Education, & Welfare Dept. to go along with him in a special govt.-sponsored study (Vol. 2:15 p4)—and reported that NAB Pres. Collins endorsed the project.

Returning from NAB convention, Collins reacted in amazement. Fact is, he testified before Dodd last year, urged basic study of all possible causes of juvenile delinquency, said all communications media should be invited to participate. Last week, he expressed his concern in letters to Dodd & Ribicoff. He reminded Dodd of this portion of his June 1961 testimony:

"Although there have been many isolated research studies of various aspects of this question, what is needed, I believe, is a comprehensive and concentrated research project on a massive scale, conducted by the best professional resources in the social sciences and managed under impartial scientific auspices." To which Dodd replied at that time: "This is a good thing, a good idea, and I am sure we want to do it."

Collins concluded letter last week with: "I think it would be extremely unwise to narrow your inquiry to any one medium," said NAB is still willing to cooperate, expressed hope for change in scope of project. To Ribicoff, Collins wrote: "We feel it would be unrealistic and, frankly, unfair to confine such efforts just to television."

Collins has been mentioned as possible successor to Ribicoff, incidentally, in event latter runs for Senate from Conn. Collins tells us that President hasn't approached him with such offer, that he's fully occupied with present job, that he has no plans for seeking HEW position or any other, that if President does approach him he'll cross that bridge when it happens.

CBS COMPENSATION PLAN UNDER JUSTICE ATTACK: It looked like old times in Washington last week, FCC & Justice Dept. aiming 1-2 haymaker at CBS for its "incentive compensation plan." Justice filed anti-trust suit in N.Y. Federal District Court, saying plan forces CBS-TV affiliates to take virtually all programs offered in afternoon & evening, excluding competitors. Justice asked Court to order abandonment of plan.

FCC had questioned CBS about plan last year (Vol. 1:7 p3), asserted it violated Commission rules by "hindering" & "penalizing" affiliates which would want to carry programs from other sources. CBS and 40 affiliates disputed FCC's interpretation (but Westinghouse's KPIX San Francisco said it signed for plan under protest). CBS offered no more such contracts after FCC sent letter—and it has been awaiting Commission action ever since.

Plan gives affiliates 10% of their rates for the first 60% of CBS hours carried, 60% of rates for any additional hours. Said Justice's complaint:

"These agreements are designed to coerce or induce CBS affiliated stations to accept virtually all of their requirements of afternoon & evening TV programs from CBS, and to foreclose independent program suppliers, non-network advertisers, station representatives and other networks from access to CBS affiliated TV stations during the most desirable hours of the broadcasting day." CBS immediately denied foregoing, said it was confident it would win in court.

Lawyers offered fine variety of speculation about possible outcome. There was fair amount of agree-

ment, however, that Justice move may well strengthen possibility of FCC ultimate approval of option time. The reasoning: Those commissioners who wanted to abolish option time had thought other kinds of agreements would take care of both networks' & affiliates' needs—but if plans such as CBS's run into anti-trust problems, maybe option time is a reasonable arrangement after all. Some attorneys predict quick "summary judgment" from court—parties agreeing on facts and dispensing with long trial. Others look for years-long dragout.

COMPROMISE ETV BILL DUE FOR QUICK PASSAGE: House-Senate conferees drew up compromise $32 million ETV bill (S-205) last week, with 50-50 prospects for floor action before Easter recess this week.

Bill provides up to $1 million in matching funds per state over 4-year period, administered by Secy. of Health, Education, & Welfare rather than Commissioner of Education. Provision for $10,000 per state for surveys was dropped.

Griffin amendment to exclude private groups also was killed, new language providing for grants to any non-profit groups organized primarily for ETV and eligible for FCC license. Another new provision limits to 15% the portion of any grant that can be used for microwave equipment, boosters, translators, repeaters, etc. This is to encourage construction of new stations rather than linkups between existing stations.

FCC STAFF REVIEW BOARD A STEP NEARER: High-level staff Review Board, designed to take lesser decisions off FCC members' hands and let commissioners concentrate on major matters, was tentatively approved by Commission last week. Commission made only bare announcement of its action, but it's understood that approval of details we reported earlier is expected (Vol. 2:14 p4).

FCC gen. counsel Max Paglin is heading up staff work, has been consulting with private practitioners, as desired by Congress when it promulgated FCC Reorganization Act. Joseph Kittner heads outside lawyers' committee.

Review Board could become quite important, empowered, as it's expected to be, to issue final decisions on many substantial-but-not-critical matters. Size of Board hasn't been determined. Names mentioned in speculation over the plum jobs include these senior men: Donald Berkemeyer, Dee Pincock, Arthur Gladstone, Robert Rawson, Joseph Nelson, Asher Ende, Gifford Irion. Everyone has a list of favorites.

TRANSATLANTIC LIVE TV NEXT MONTH? First live telecast across Atlantic—which could come as early as next month in form of "10-minute spectacular"—poses fantastic diplomatic as well as engineering problems.

Some of these problems were faced last week in 25-nation European Broadcasting Union conference in Seville, Spain. Among them: Which European countries will be represented in pickups? Do we include the Russians? Which country's ground station will be used to contact relay satellite?

There have been some tentative agreements. One, it's understood, is that no heads of state will participate in inaugural program. In 10- or 15-minute experimental inaugural program, obviously some rulers of the score of countries participating would be slighted. Although European pickup is to be from Eurovision, the Western European TV network, there has still been no definitive word on whether there will be invitation to Communist bloc, which sometimes hooks its Intervision network into Eurovision for all-Europe networking.

Programming details haven't been worked out, but there have been proposals to pick up from "the 4 corners of Western Europe"—Cornwall, England on West, Yugoslavia on East, Sicily on South, and above Arctic Circle in Scandinavia on North.

AT&T's Telstar satellite is scheduled to be fired into orbit by NASA from Cape Canaveral May 22, with inaugural telecast coming in late May or June—if all goes well. If it doesn't, there's a 2nd satellite held in reserve for another launching later in year. AT&T's U.S. ground station—for transmitting to & receiving from Telstar—will be at Rumford, Me., and 2-way video circuits have already been completed connecting Rumford with main microwave-cable backbone of U.S. networks.

All 3 U.S. networks will handle inaugural program, which probably will be telecast around 2 p.m. DST, 7 p.m. European time. Time-zone differential makes it impractical to put show on during U.S. prime time.

Duration of show probably will be 10-15 min.—because transmission must take place while satellite is in direct line-of-sight of both transmitting & receiving stations (a condition which will exist for only 10-30 minutes each orbit). Satellite is expected to take 2-3 hours for each orbit, so if something goes wrong first time, another attempt could be made in couple hours.

British ground station at Cornwall will be used for European contact with satellite. There also will be ground stations in France, Italy and Japan. Japanese station conceivably could be used eventually for trans-Pacific TV.

It's still not known how many Western Hemisphere countries will want to get in act. Will there also be originations from Canada & Mexico (via land lines)? This is a lot to squeeze into 10-15 minute show. After all diplomatic arrangements are completed, perhaps most impressive portion of tight little show will be the switching. Needless to say, anyone who throws wrong switch will be fired.

NEW AM-FM DIRECTORY IN THE WORKS: Now in preparation is our annual AM-FM Radio Station Directory. All data will be up-to-date as of April 15, and volume will be off presses and in mails in June. We have shifted publication date in order to cover latest changes; previous editions included data as of each Jan. 1, with delivery in April.

Industry's handiest radio reference volume, it contains 7 parts: AM & FM stations and CP-holders by state & city, including permittee name & address, technical facilities and network affiliates; AMs by frequency; FMs by frequency; AM & FM applications by state & city; AM & FM applications by frequency; AM & FM stations by call letters; tabulation of FCC's type-accepted transmitters & monitors.

Copies will go automatically to all full-service subscribers. Extra copies will be available at customary $7.50—or $5 each for 5 or more—from publication offices, 911 13th St., N.W., Washington 5, D. C.

CURRENT CAPSULES

Independent WGN-TV Chicago chided FCC last week for holding public hearings before renewal of licenses of city's 3 network stations. WGN-TV exec. vp-gen. mgr. Ward L. Quaal, first station witness in Commission's Chicago probe, called hearings "unfortunate" and "badly timed," said more formal procedure would have assured broadcasters "all the rights of due process." Witnesses "who often spoke without the benefit of facts" should have been rigidly cross-examined, he said. Quaal also testified that WGN-TV often had hard time getting sponsors for public-service programming, said station lost large sums keeping unsponsored children's and music shows on air—$720,000 for 20 months of *Ding Dong School*, for example.

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Syracuse Ch. 9 applicants surprised even themselves, all 10 finally agreeing on joint interim operation pending comparative hearing—and FCC gave them CP last week. They hope to begin operating this fall with ABC-TV. Each ponies up $100,000, will lend $100,000 more if needed; a manager connected with none will be hired. Each will furnish a director. Officers: Asher S. Markson, pres.; Frank G. Revoir & George P. Hollingbery, vps; Harry G. Slater, treas.; Bernard S. Cohen, secy. Rochester & Grand Rapids applicants continue negotiating, may get stimulus from Syracuse CP.

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WFGA-TV should keep Ch. 12 Jacksonville, FCC Examiners Cunningham & Naumowicz recommended in initial decision last week, concluding that its principals didn't try to influence FCC vote. Losers City of Jacksonville and Jacksonville Bcstg. Corp., they said, were involved in influence attempts. Though WFGA-TV should keep operating, examiners stated, the original decision granting it Ch. 12 should be voided—because ex-Comr. Mack did engage in off-the-record discussions of case and shouldn't have voted. Examiners said WFGA-TV should continue on air "pending further order of the Commission."

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FCC & AT&T reluctantly endorsed compromise communications satellite bill (S-2814) providing for ownership by both companies and public (Vol. 2:15 p5 et seq.) at Senate Commerce Committee hearings last week. ITT was dubious, however, claimed system should be entirely owned by communications firms to

avoid conflicts of interest. FCC Chmn. Minow urged language of bill be tightened to give Commission power to authorize stock participations by companies and to determine rate bases & costs of operation. AT&T said it could live with joint ownership setup, urged legislation be passed this session. National Assn. of Manufacturers & Communications Workers of America also supported measure, but NAM testified that bill gives govt. too much regulatory power.

RCA Chmn. David Sarnoff told Senate Anti-trust Subcommittee, which is holding hearings concurrently, looking into monopoly aspects of system, that he was more concerned about rights to use system than ownership. He said any qualified communications concern should be allowed to use system after obtaining FCC license. NASA Deputy Administrator Dr. Hugh Dryden told Subcommittee a workable, low-altitude system probably could be developed in 5 years.

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Innovation in prime-time news programming, starting May 21, is reported by Taft Bcstg.: 10-min. newscast *Dateline Cincinnati,* 10 p.m. daily, Mon.-Sat., on WKRC-TV, requiring delay in start of ABC-TV programs, including *Ben Casey, Naked City, Alcoa Premiere, Untouchables, Target—The Corrupters.* Exec. vp Lawrence H. Rogers said move will fill need for prime-time TV news, added that encouraging results might lead to similar scheduling on all Taft stations.

Personals

Bennet H. Korn promoted to Metropolitan Bcstg. TV pres. . . . **John Hopkins** named KCOP Los Angeles pres. & gen. mgr., will continue in same post with KTVT Ft. Worth pending FCC approval of KTVT sale.

Roger N. Cooper, ARB market report mgr. & station sales mgr., in mid-May joins KCRA-TV Sacramento to handle national sales development & research . . . **Fred L. Vance,** KVOA-TV Tucson station mgr., named gen. mgr. of parent Alvarado TV Co.

Thomas A. Welstead, WLBW-TV Miami vp & national sales mgr., named gen. mgr.; **Lin Mason** promoted to station dir. . . . **Merlin Kennedy** assigned by WDSU-TV New Orleans as Paris correspondent . . . **Bernie Souers** promoted to WTTV Indianapolis local sales mgr.

Dr. Carroll V. Newsom, educator & Prentice-Hall senior vp, and **Leonard E. Best,** Morris County, N.J. businessman, named N.J. Educational TV Corp. trustees.

John F. Cundiff, ex-WNHC-TV New Haven-Hartford station mgr. & gen. sales mgr., named WFIL-TV Philadelphia gen. sales mgr. . . . **Charles F. Abbott Jr.** promoted to Katz western stations asst. TV sales mgr.

James O. Juntilla promoted to asst. chief of FCC Broadcast Bureau, from asst. to the chief; 2nd asst. chief position is newly created; other asst. chief is **James E. Barr.**

Leon N. Papernow promoted to H & B American Corp. operations vp . . . **John Hubley,** 1959 Academy Award "Oscar" winner for production of "Moonbird," named educational WNDT (Ch. 13) N.Y. visual consultant.

Robert R. Rodgers, ex-Independent TV Corp. and ABC Films, named WBAL-TV Baltimore sales mgr.

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FCC Chmn. Minow & Eleanor Roosevelt appear on National Educational TV's May 6 *Prospects of Mankind,* with "New Vistas for Television." Others on symposium: NBC News producer Irving Gitlin, NET Pres. John F. White, *Reporter* TV critic Marya Mannes. Tape of program will be broadcast nationally over NET network beginning May 7.

"Horrible example of government disservice to communications" was tag given FCC Chicago hearings by *TV Guide* editor Merrill Panitt last week. He told Chicago Broadcast Ad Club that Commission could instill more community responsibility by revoking licenses from a few under-par stations, than it could in promoting "10 years of Chicago-type spectacles." He concluded: "It is unthinkable that television in any other city should be subjected to similar treatment."

NCTA **"Halo" awards** for achievements in PR, advertising, promotion and community activities will be presented to CATV operators at NCTA 11th annual convention at Shoreham Hotel, Washington, June 17-23. Judges are Public Relations Society of America Pres. Walter W. Belson, U.S. Chamber of Commerce Exec. vp. Arch N. Booth, American Society of Assn. Executives Exec. vp. Glenn B. Sanberg.

TelePrompTer has sold "service portion" of its prompting business to Q-TV Inc. for undisclosed price. This includes script typing services, operating personnel & equipment for individual TV & film assignments. Company will continue to manufacture its prompting device. Sale was caused by increase in other business activities, company announced. Prompting services accounted for only about 5% of firm's business last year.

Advertiser support of NAB codes to make "the survival of free enterprise more secure," was urged by NAB Pres. Collins at 2nd annual Mid-South Advertising Institute in Memphis last week. He asked advertisers not to try to place copy rejected by code authorities, recommended placement of ads with stations subscribing to code.

FM stereo stations will be sent 2-track stereo tapes of NAB Radio Month jingles upon request, NAB reports. They're first such from NAB. All NAB radio members will receive Radio Month kit containing 7 jingles, salute to radio from President Kennedy & cabinet, message from NAB Pres. Collins.

ITA's "Documentor" disc system (Vol. 2:15 p4) will be sold as well as leased, company decided last week. Units will be sold in groups of 2, for $4,550; discs are 50¢ (42¢ in lots of 100 or more). Device records 24 hours of radio programs on 2 sides of 9-in. disc.

Latest TV-home count: Census Bureau has issued figures for TV sets in homes in standard metropolitan areas in Indiana, Iowa and Pennsylvania. Totals for following states also were given: California, Missouri, New Jersey, New York, Pennsylvania:

Area	Occupied Homes	One-Set Homes	Multiple-Set Homes	No Set
Indiana				
Evansville	60,737	48,509	4,173	8,042
Fort Wayne	68,743	56,333	6,401	6,009
Gary-Hammond-E. Chicago	160,395	133,491	14,622	12,290
Indianapolis	211,798	168,419	26,157	17,222
Louisville (Ind. portion)	33,190	27,140	3,082	2,968
Muncie	33,120	28,061	2,388	2,671
South Bend	69,921	58,165	6,350	5,406
Terre Haute	34,440	28,395	2,501	3,544
Iowa				
Cedar Rapids	42,223	35,562	3,518	3,143
Davenport-Rock Island-Moline (Iowa portion)	35,648	30,153	2,720	2,775
Des Moines	84,352	70,063	7,538	6,751
Dubuque	21,142	17,035	1,023	3,084
Omaha (Iowa portion)	24,896	20,885	1,594	2,417
Sioux City	33,243	28,024	2,387	2,832
Waterloo	35,498	30,288	2,580	2,613
Pennsylvania				
Allentown-Bethlehem-Easton	149,357	122,181	16,177	10,999
Altoona	41,411	33,879	4,184	3,348
Erie	72,821	60,776	7,552	4,493
Harrisburg	104,677	84,548	10,717	9,412
Johnstown	79,648	66,259	7,159	6,230
Lancaster	80,487	58,495	8,804	13,188
Philadelphia	1,266,570	938,418	247,089	81,023
Pittsburgh	709,941	565,080	100,678	44,236
Reading	87,149	69,668	10,585	6,896
Scranton	70,489	61,260	5,072	4,157
Wilkes-Barre-Hazleton	105,755	90,135	8,717	6,903
York	73,467	59,451	7,659	6,357
California	4,982,108	3,851,355	560,232	569,990
Missouri	1,360,054	1,071,066	88,899	200,008
New Jersey	1,806,439	1,381,940	330,951	93,508
New York	5,248,710	4,018,653	744,269	486,117
Pennsylvania	3,350,839	2,645,760	433,639	271,317

Special count of radios, based on Oct.-Dec. 1960 Census Bureau interviews with some 10,000 householders, showed 89.9% of homes had one or more sets in working order. If non-working sets are included, Census reported, 94.2% of homes had one or more receivers. Survey included auto radios and all other non-home sets. Excluding non-working sets, 49.2% of households had one set; 24.1%, 2; 9.8%, 3; 4.4%, 4; 1.5%, 5; .9%, 6 or more. Total: 84.1 million working sets in homes.

Fine of $5,000 must be paid by radio KDAY Santa Monica, Cal. for carrying "teaser" commercials violating rules by failing to identify sponsor or product. FCC rejected the station's request for reduction of fine (Vol. 1:14 p5), stating that management should have known better. Teasers were one sentence: "Remember June 25."

Station Representatives Assn. 5th annual awards luncheon at Waldorf-Astoria, N.Y. May 10, will feature address by Rep. Rogers (D-Tex.), member of House Commerce Committee. "Silver Nail timebuyer of the year" and "Gold Key" awards will be presented.

Ch. 8 CP in High Point, N. C. should go to Southern Bcstrs., FCC indicated in instructions to staff. Losers would be Jefferson Standard Bcstg. and TriCities Bcstg., for Greensboro, and High Point TV, High Point. Examiner's initial decision had favored TriCities.

FCC license-fee deadline for industry comments (Vol. 2:8 p4) has been extended from April 16 to May 16, replies from May 16 to June 16, at request of American Radio Relay League.

Purchase of radio WINS N.Y. by Westinghouse Bcstg. for approximately $10 million is in final stages. Westinghouse is also reported resuming negotiation for purchase of radio KLAC Los Angeles, which faded out while Westinghouse was waiting FCC clearance of problems raised by anti-trust price-fixing convictions of its parent company.

Don't blame TV for juvenile crime, a govt. criminologist told a corrections conference in Washington. Victor H. Evjen, asst. probation chief for U.S. Courts administrative office, declared: "We have heard it said that a particular youth was incited by a TV program to commit a certain crime. Delinquency and crime in general go much deeper . . . "We must ask why the 99 others who saw the same program did not commit a crime."

Construction of $36 million, 3,000-mile microwave network capable of carrying b&w or color signals—but not intended for TV initially—between Vancouver and Montreal will begin this summer. RCA Victor Corp. of Canada has been awarded $12 million contract for manufacture and installation of system which will include 136 towers. Line will be owned jointly by Canadian Pacific Railway and Canadian National Railways.

Congressional hearing staged for KNXT Los Angeles heard Vice Adm. Hyman Rickover call TV waste of time. Group of Los Angeles 6th grade pupils providing background for taped Joint Atomic Energy Committee session were urged by nuclear sub expert to avoid TV, "one of the most painful influences in this country."

Ga. Assn. of Bcstrs. will conduct TV-radio seminars for state educators April 17-20 in Atlanta, Athens, Moultrie & Vidalia. Programs will include TV-radio production, news operations, writing, reporting, and tours of GAB member radio stations.

ETV grants totaling $11,401,000 have been made by Fund for Adult Education since establishment in 1951 by Ford Foundation, FAE reports. Grants for all educational purposes made by fund since establishment have totaled $48,719,000.

Sterilized TV equipment was manned by surgically-garbed crews for taping of NBC-TV special "Breakthrough: Heart and Artery Surgery," to be televised April 23. Program will show 4 major operations filmed in Washington, Minneapolis, San Francisco & Houston.

Videotape Productions of N.Y. was first East Coast independent producer to tape major network special, with recent production of ABC-TV's "Timex All Star Comedy Show." Company is planning for several future shows.

New Panama City station, Ch. 2, "Televisora Nacional," begins telecasting April 23. ABC International affiliate reports prime time programming sold out.

Minimum Teleglobe pay-TV charge proposed is $3.25 a month—not weekly, as reported (Vol. 2:14 p5, 2:15 p8). TELEVISION DIGEST regrets the error.

H & B American bought its 20th CATV system for undisclosed price, acquiring 2,500-subscriber system serving Willits & Ft. Bragg, Cal., from Vision Wire. H & B says its systems serve 67,750 subscribers.

First film syndicator has joined TvB—Buena Vista Distribution Co., syndicator of *Mickey Mouse Club.* Irving Ludwig is Buena Vita pres.

Call change, from KCSJ-TV to KOAA-TV Pueblo, Colo., approved by FCC.

New call letters of CFCJ-TV Port Arthur, Ont. are CKPR-TV.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

SHORTER RCA COLOR TUBE IN JANUARY: Color tube 6-in. shorter—and presumably brighter—than today's tube, is scheduled for January production by RCA. Like present tube, it will be 21-in. round 3-gun shadow-mask type. New tube has 90-degree deflection, compared with 70 degrees on current tube.

RCA's set-making customers received mechanical samples of new 90-degree bulb April 11, and RCA gave them this timetable: Operational samples of finished tube in August; production in January. New tube measures 19 in. deep (about one in. longer than 23-in. b&w 90-degree tube), compared with 25 in. for present color tubes.

Interesting feature of upcoming color tube is that neck has 1 7/16-in. diameter vs. present 2-in. Narrowing of neck brings yoke closer to guns and should result in increased brightness.

RCA confirmed that it is preparing to produce new tube, stating that "developmental models" would go to set makers in mid-1962 and tube would be available in commercial quantities next spring.

Prices for tube weren't quoted, but it's good bet that it will cost more than present tube at first. Because of its obvious design advantages, it should completely replace 70-degree tube shortly after introduction—and it's quite probable price will come down after production goes up.

New shorter tube unquestionably will hypo color sales still further, since it will make possible color sets of proportions much more appealing to lady of house.

Next question: When will RCA have rectangular 90-degree color tube? Best guess: In two years.

Motorola meanwhile is betting on its own 23-in. 90-degree rectangular color tube, now being developed by National Video. Latter company is turning out 2 or 3 of these daily. Basic difference between Motorola-National Video & RCA color tubes (aside from shape) is type of glass used. National Video is using regular b&w ("soft") glass, while RCA uses special glass designed for color.

In view of steady improvement in National Video's developmental tubes, there's increasing belief in industry that such a tube can be made with b&w glass. But at what cost? Some tube industry people think shrinkage rate will be fantastic with this type of glass, pushing costs far out of reason. "We think we can lick costs," says National Video.

Another factor in color-tube business may soon be Sylvania. There were indications that announcement would come this week or next. Also looking at possibility of going into color tube production is Rauland (Zenith), which, however, needs added plant facilities before it can get into field.

Increased color programming and slimmer sets should help sales substantially over next year. NBC's new nighttime schedule for 1962-63 season shows 19% more than this season—and ABC-TV will be coloring at least 3 or 4 of its evening shows. CBS may be in the act, too, by then. RCA's increased color tube production facilities—at Lancaster, Pa. & Marion, Ind.—should bring its capacity to at least 750,000 tubes a year.

Most set manufacturers are scheduling increases in color. Top 3 in color now are believed to be RCA, Zenith & Warwick (Sears Silvertone), with Admiral moving up fast. Zenith is already on record as shooting for 100,000 sets this year; Warwick is believed to be scheduling about 50,000; RCA's plans are known only to RCA. Admiral Pres. Ross D. Siragusa told stockholders meeting last week that his company's color output would be at annual rate of 75,000 sets next fall.

But there are some sobering notes, too—as in this statement from Magnavox's annual report last week:

"While Magnavox as well as others in the industry have made some significant gains in the sale of color TV, the total market is still small and will probably continue to be so limited until there is more & better color-TV programming and until such time as the screen size is increased and the tube length shortened to allow for better & more compact furniture styling. Magnavox will continue to sell its present line of color-TV sets but does not intend to go into an expanded market development & promotional program until such time as the present limitations of color receivers are overcome. Magnavox has demonstrated that its big-picture [black-&-white] TV . . . offers far more entertainment value than does the present color receiver."

16-in. 'LIGHTWEIGHT' SETS THIS YEAR: There'll be a new American portable TV size this year. The 16-in. square-cornered picture tube has been given green light, which means that at least one manufacturer plans to use it in a set. Since the size has little price advantage over 19-in., best guess is that it will show up in "lightweight" portable.

Set could be introduced at spring-summer showings—since industry has had plenty of time to play with 16-in. tube. Corning has been pushing this size—while industry blew hot & cold—for more than year. It's understood Corning had established 100,000 units as minimum for this bulb. Tube is now penciled in for production, so it can be assumed that there are orders for at least that many.

Tube will be used with Pittsburgh Plate Glass bonded cap, although Corning had been plugging its own molded cap for the lightweight 16-in. bulb. Reason for switch to Pittsburgh cap is weight of Corning's cap —about 4½ lb., including resin.

New 16-in. sets can't be sold much cheaper than 19-in. One tube maker estimated total saving per set (as compared with 19) at $1.75—and all of this saving is in glass. How much weight advantage could smaller, lighter tube provide? Earlier this year, there was some talk of 20-lb. set (Vol. 2:8 p8), but even this would take some pretty fancy doing. It could eventually be made lighter through Kimcode principle, if this ever gets off ground (see below).

We don't see widespread use of 16-in.—at least from outset. It may be confined to one or 2 manufacturers. Cross-section of tube makers indicates industry is quite cool toward this size, but is keeping eye on it. Close watch will continue after first sets come out—and if it looks as if public is taking to it, there could be stampede to new size.

There seem to be no other small sizes in wind—from U.S. manufacturers. Although one manufacturer had been playing with 8-in., this mood now has dissipated. On other end of spectrum, big-size trend will continue, with virtually every manufacturer returning to 27-in., some of them with new "thin" 110-degree version featured this year by Magnavox.

SIZING UP THE KIMCODE TUBE: Pros & cons of no-safety-glass tube process are now getting thorough airing in industry—and it's still toss-up whether Kimble Glass Co.'s "Kimcode" bulb will be adopted (Vol. 2:12 p7).

Kimcode bare-faced bulb, strengthened by metal banding round rim of faceplate and designed to be implosion proof through use of fiberglas sleeve cemented around funnel, is being proposed for use in sets without any glass or plastic in front of it. Most tube manufacturers are now putting it through its paces.

One big key to future of Kimcode will be outcome of Underwriters Labs tests, now being run concurrently in N.Y. & Chicago. Final UL decision isn't expected for 4-5 weeks—but it's understood that so far UL has found no reason to reject concept. UL is expected to be ultra-cautious in its approach to Kimcode, because of novel concept of eliminating implosion plate altogether.

Is set-making industry interested? It depends on which tube maker you talk to. Said one: "We have 2 or 3 customers anxious to get into it." Another: "The industry as a whole is cool to this approach."

RCA regards Kimcode as "interesting development," spokesman said, but "a considerable amount of evaluation is necessary." RCA is not sampling its customers with the tube.

Sylvania is now swinging into sampling program on Kimcode. National Video has completed sampling its customers, and seems to be rarin' to go. "We could be in production in 3 or 4 weeks after UL approval comes through," we were told by National Video Pres. Asher Cole.

Kimcode tube has been costed out by National Video, said Cole, and it seems to work out to about $2 more than regular non-bonded "heavy" tube in 23-in. size. "It's still cheaper than any other method, when you consider that you need no implosion glass with it," he said.

Other tube manufacturers were inclined to doubt that differential would be as little as $2 and to feel that there would be little if any saving as compared with standard "heavy" bulb & external glass. They did feel, however, that there would be some weight saving—particularly applicable in 19-in. portable sets. Kimcode process uses special bulb, with faceplate shaped for uniform thickness and tinted to reduce light transmission (increasing contrast).

"We need more experience with it," we were told by 2 manufacturers, who are now running production & "wear" tests. Some of points which they raised for evaluation of new tube process: (1) Implosion safety —first & foremost, of course. (2) Appearance of tube when set is turned off. (3) Light transmission & contrast. (4) Economics of system vs. other approaches. (5) Adaptability to mounting, complexity of front-end assembly, stress on cabinets, etc.

Kimcode tube obviously won't appear in set makers' summer lines, but if UL gives approval and if manufacturers adopt new tube, it could be featured in early fall drop-ins.

TOPICS & TRENDS

Latest communique from price war front on transistor radio battlefield: Zenith announced substantial reductions, although it declined to "go into the gutter with a $14.95 model." However, it met RCA & GE prices for lowest-priced gift-pack models. Its Royal 50, formerly $24.95 minus gift pack, was chopped last week to $19.95 with gift pack. Other new prices: Royal 90, now $21.95 with gift pack (formerly $26.95 without) and Model 125, now $24.95 with gift pack (formerly $29.95 without).

Motorola says it will not go along with RCA & GE moves to reduce 6-transistor prices to $14.95, since its current line (starting at $16.77) "represents good value at the price."

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Numbers game (continued): RCA reports its best first-quarter home instrument sales volume since 1951, with color TV sales best for any quarter in history (including record 3rd & 4th quarters of last year). All-time first-quarter record was set in phono sales. RCA Sales Corp. volume for first-quarter 1962 reportedly was 69% ahead of corresponding 1961 quarter. Magnavox reports 40% increase in consumer electronics for first quarter (see financial table). And TV-radio importer Delmonico International (div. of Thompson-Starrett) gave its first-quarter sales as $3,030,000, up from $1,670,000 in last year's period. Exec. vp Herbert Kabat said March was 17th consecutive month Delmonico showed increase over corresponding year-ago month.

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FM stereo is booming antenna sales (Vol. 2:15 p9). Technical Appliance Corp. (Taco) reported last week that sales of its do-it-yourself $8.95 FM antenna kit have doubled since start of FM stereocasting. Antenna is designed for mounting on existing TV antenna masts.

Transitron Electronics has been charged with making "false & misleading" statements in 2 registration statements by 4 mutual funds which have filed suits totaling $3.1 million. The funds—Diversified Growth, Wellington, Wellington Equity and One William Street—claim Transitron issued misstatements on inventories, patent rights, sales and profits in 2 registrations involving 2,250,000 common shares. Transitron Pres. David Bakalar termed suits "completely without merit," said "we will vigorously defend ourselves."

Geared to color TV, RCA's exhibit at Seattle World's Fair will include working color-TV studio where KING-TV Seattle will produce 4 shows daily, and see-yourself-on-color-TV exhibit, as well as "stereo listening lounge."

Zenith is asking $5 million damages from Marshall-Wells Co., Duluth appliance manufacturer which also uses "Zenith" trade name. In Chicago federal court, Zenith amended old 1958 suit to charge it had lost substantial sales because of "inferior" quality of Marshall-Wells appliances. Marshall-Wells had denied it made use of Zenith's reputation to sell its appliances, and stated it had used the name 25 years before Zenith used it, charging Zenith with violation of anti-trust acts. In Zenith's complaint, Marshall-Wells' former right to use of trade name was conceded, but it was charged that the company had abandoned this right by misrepresentation.

FM stereo starter: KTBC-FM Austin, Tex. became 82nd station in North America to broadcast in stereo.

Trade Personals

Dr. J. Herbert Hollomon, gen. mgr. of GE general engineering lab, named adviser to Commerce Secy. Luther Hodges & appointed to new post of Asst. Secy. of Commerce for Science & Technology.

Eugene E. Beyer Jr. advanced to RCA staff vp & general attorney, corporate affairs . . . **Louis Malter** elected Varian Associates vp . . . **Charles F. Avila**, Boston Edison pres., elected a Raytheon dir.

Gene K. Beare, Sylvania president, received Oscar from Motion Picture Academy in recognition of part played by Sylvania's Sun-Gun floodlight in movie-making.

George A. Fadler, RCA director of purchases, promoted to staff vp . . . **C. Gus Grant**, ex-GE, named to new post of Ampex marketing vp.

Sherwood H. Egbert, Studebaker-Packard pres. and chief exec. officer, elected to Indiana General board . . . **John W. Stanger** named GE Credit Corp. vp . . . **Robert Moffat** named Webcor exec. vp, succeeding **John H. Thrig**, assigned to other duties; **William A. Hriszko** named mfg. & eng. vp, succeeding **Woodrow Taradis**, resigned . . . **Edward C. Johnson Jr.** named Revere Camera merchandising supervisor, a new post.

George Johnson, retired pres. of Houston Fearless, has resumed that post, succeeding **Barry J. Shillito**, resigned . . . **Edwin D. Campbell**, ex-LFE Electronics vp-gen. mgr., named vp & chief financial officer of Itek Corp., Lexington, Mass.

Bernard Murphy named vp in charge of Electronic Associates' European Div., continues as managing dir. of British subsidiary Electronics Associates Ltd.

John H. Adams, formerly vp-gen. mgr. of Zenith's subsidiary Central Electronics, appointed commercial mgr. of Zenith Sales Corp.'s Parts & Accessories Div., a new post.

Seymour Mintz, former Capehart vp, named consultant to Datom Industries, Orange, N.J. radio & phono manufacturer.

George T. Stewart, recently resigned Sylvania Eastern region sales vp (Vol. 2:11 p9), appointed Sony Corp. of America gen. sales mgr., headquartering in N.Y.

Dr. Julien Keilson appointed Sylvania Applied Research Lab senior scientist . . . **Ivan L. Brandt** named Erie Resistor research & engineering vp, a new post . . . **Dr. Philip N. Hambleton**, ex-CBS Electronics, joins Itek as mgr., image-processing dept., Lexington, Mass.

R. G. Nau, Arvin Industries vp, named chmn. of subsidiary Westgate Lab Inc., Yellow Springs, O.

Datom Industries has taken over Madison-Fielding brand name from Crosby-Teletronics, now in Chapter X reorganization proceedings. The Orange, N.J. firm will revive Madison-Fielding brand—previously used for component hi fi—for line of moderately priced stereo-phono-radio consoles. Oscar Dolgins is president of Datom; Seymour Mintz, ex-Admiral, CBS & Capehart, heads new phono operation. Datom purchased inventory and most physical assets of Crosby Electronics for $48,500. Real estate of parent Crosby-Teletronics was bought by Dri-Clave Corp., Franklin Square, N.Y. for $42,200. Crosby hopes to reorganize in 30 days as research & engineering firm.

Mergers & acquisitions: Standard Kollsman Industries and **American Bosch Arma** have terminated negotiations for merger. Standard Kollsman Pres. James O. Burke said his company "will continue to investigate other acquisition prospects in the light of its planned growth program." **Siegler** and **Lear** directors have approved final terms for merger of Lear into Siegler. William P. Lear has resigned as Lear chmn. & board member. **Cousino Electronics**, Toledo maker of magnetic tape devices, is now controlled by **Champion Spark Plug Co.**, which purchased approximately 75% interest for cash. Cousino's 1961 sales were under $1 million. **Avnet Electronics** will acquire for stock privately-owned **Spiegel Brothers** of N.Y. & subsidiaries **Steelcraft Tool Corp.** & **Century Chain Corp.**, all sellers & importers of tools & hardware. **Webcor** has purchased for cash **Harvill Corp.**'s Special Products Div., maker of food waste disposers, marking its entry in field of major kitchen appliances. Production facilities eventually will be moved to Chicago from Harvill's Compton, Cal. location. **America Corp.** has acquired for more than $6 million **Gibbs Corp.**, Jacksonville, Fla. shipbuilder & general marine repairer. **Avnet Electronics** has acquired for 50,000 common shares, valued at $1.4 million, **Freeman Products Corp.**, privately held N.Y. marketer of electronic components. **Peninsular Metal Products**, which is being absorbed by **Lynch Corp.** (Vol. 2:12 p11), will ask stockholders at April 25 meeting to approve name change to Cox Instruments Corp.

Fines for price-fixing have been levied against 10 electronics firms & 9 executives by Federal District Court in Dayton. They had been indicted in January. Fined were International Resistance, $25,000; Electra Mfg., $15,000; Aerovox, $17,000 and Charles Golenpaul, $1,000, James M. Kramps, $500; Daystrom, $10,000 and Wilbert Steinkamp, $1,000; Allen-Bradley Co., $12,000 and William W. Garstang, $5,000; Stackpole Carbon, $10,000; Indiana General, $15,000 and John Bouwmeester, $1,000; Texas Instruments, $15,000 and Leonard Maguire, $1,000; Clarostat Mfg., $5,000; Dale Products, $3,000. Dale Products' George Risk & P. P. Geeding and Electra's Richard Burton received suspended fines of $1,500.

Semiconductors in TV will highlight several papers scheduled for IRE Chicago Spring Conference on Broadcast & TV Receivers, O'Hare Inn, Des Plaines, Ill., June 18-19. Motorola Pres. Robert W. Galvin will be June 18 luncheon speaker. In papers: New uhf local oscillator, L. R. Maguire, Sylvania; transistors in uhf tuners, S. M. Weaver, Texas Instruments; silicon transistor TV receiver, J. A. MacIntosh, S. A. Schwartz, Paul J. Beneteau, Fairchild Semiconductor; silicon video output transistor, R. Gudis, C. Kile, Philco; TV stereo system, R. B. Dome, GE; low-cost FM stereo receivers, R. J. Nelson, O. P. Hart, RCA.

Pacific Mercury Electronics, which makes Sears Roebuck Silvertone TV-radio & Thomas electronic organs, filed $2 million suit against Estey Electronics and Pacific Mercury's former chief organ engineer, Solomon Heytow, in Los Angeles Superior Court. Heytow is charged with developing electronic organ for Estey based on work done by Pacific Mercury.

New plants & expansions: International Resistance will add a 12,500-sq.-ft. extension to its present 13,000-sq.-ft. St. Petersburg, Fla. plant. Expansion is slated for completion this summer.

Japanese Rate of Increase Off: Japanese electronics production in first 9 months of last year totaled $1.022 billion, up 19% from $857 million in same period year earlier, according to U. S. Commerce Dept.'s BDSA. This compares with 1959-to-1960 increase of 31%. TV-radio output accounted for 48% at $486 million for 9 months of 1962 vs. $432 million in same 1960 period. TV alone totaled $339,738,000 compared with previous year's $287,949,000; radio production rose only slightly, from $142,452,000 to $144,931,000.

Consumer products production amounted to $567,515,000, 56% of total, compared with $479,793,000 in same 1960 period.

Slight gain in radio output was all in transistor sets. Output of radios with 3 or more transistors rose from $123,178,000 to $130,773,000; tube-type production skidded from $17,415,000 to $14,106,000. Radio-phono output was up briskly, from $16,308,000 to $27,658,000, but phonos alone fell from $2,077,000 to $884,000. TV-radio broadcast equipment rose from $8,050,000 to $10,132,000; industrial TV equipment from $241,000 to $1,051,000.

Picture tube output slumped from $54,685,000 to $50,441,000, receiving tubes from $70,849,000 to $39,400,000. Semiconductor production rose from $55,054,000 to $57,518,000.

Factory sales of TV picture & receiving tubes in February moved well ahead of year-earlier pace in units, but dollar value of TV picture tubes declined. EIA reported last week that 733,670 picture tubes valued at $13,944,313 were sold in February, compared with 728,989 at $14,395,981 in Feb. 1961. Receiving tubes were up in both units & dollars—27,977,000 units at $23,841,000 vs. 25,803,000 units at $21,865,000. Here are EIA's Jan.-Feb. 1962 figures:

	Picture Tubes		Receiving Tubes	
January	802,061	$15,625,304	29,592,000	$24,789,000
February	733,670	13,944,313	27,977,000	23,841,000
Jan.-Feb. 1962	1,535,731	$29,569,617	57,569,000	$48,630,000
Jan.-Feb. 1961	1,436,822	28,826,583	52,146,000	44,092,000

Factory sales of transistors in January pushed more than 5 million units ahead of Jan.-1961's sales pace, but dropped behind in dollar value by about $1.5 million. EIA reported last week Jan.-1962 sales of 17,238,376 transistors valued at $21,459,598, compared with 12,183,931 units at $22,955,167 in 1961's opening month.

Transistorized underwater TV camera will be produced by Admiral govt. electronics div. for U.S. Navy under contract with Cook Electric Co.

Fair-trade minimum-price policy has been established by Andrea Radio for franchised dealers in greater N.Y. area.

Officers-&-Directors stock transactions as reported to SEC for March:

American Bosch Arma. Charles Allen, Jr. sold 2,000, held 40,457.

AB-PT. Sidney M. Markley bought 650, held 1,170.

Amphenol-Borg Electronics. Harold R. Egenes sold 500, held 1,033. Henry Feldmann sold 100, held 22,880.

Arvin Industries. Fred E. Daniel sold 600, held 4,815.

Avco. Earl H. Blaik bought 5,833, held 16,833.

Avnet Electronics. Louis A. Tepper bought 445, held 2,412.

Collins Radio. Sveinn J. Storm bought 2,018, held 2,995.

Corning Glass. Robert D. Murphy bought 1,000, held 1,000. Thomas Waaland sold 200, held 3,600.

Davega Stores. Mack Halperin sold 3,000, held 6,280.

Electronic Specialty. Clyde F. Mooney sold 2,000, held 7,000.

Electronics Corp. of America. Harlow F. Avery sold 1,000, held 78,000.

Fairchild Camera & Instrument. Richard Hodgson bought 12,000, held 21,400.

General Instrument. Moses Shapiro bought 5,000, held 41,100.

GPE. James W. Murray bought 500, held 2,076.

Magnavox. Frank Freimann bought 138,915, held 586,774.

Muntz TV. Ben Regan bought 2,000, held 9,000.

National Video. Asher J. Cole sold 24,040 Class A, held none; sold 25,040 Class B, held 75,120. Edward Conway bought 600 Class A, held 1,000.

Packard-Bell Electronics. Lowell R. Day bought 4,590, held 10,276.

Pentron Electronics. R. L. Moxley sold 1,500, held 220,319. Theodore Rossman sold 1,000, held 115,000 plus 9,000 in trusts.

RCA. Kenneth W. Bilby bought 2,767, held 4,334.

Raytheon. Thomas H. Johnson sold 250, held 2,231. Thomas L. Phillips sold 737, held 127.

Rollins Bcstg. O. Wayne Rollins bought 400 as guardian, held 7,480.

Screen Gems. Russell Karp bought 300, held 500. Robert Seidelman bought 200, held 1,518.

Standard Kollsman Industries. Arthur Richenthal bought 26,840, held 29,947.

Tung-Sol. George E. Hallett bought 185, held 1,725. Mervin J. Kelly bought 200, held 300.

Warner Bros. Charles Allen Jr. sold 8,400, held 131,600.

Webcor. James E. Archambault bought 1,000, held 3,852.

Zenith. Sam Kaplan sold 400, held 9,180. Donald MacGregor sold 600, held 6,450. Hugh Robertson sold 400, held 26,549.

Feb. Production Figures: Output of TVs & radios in 1962 continued to run markedly ahead of a year earlier, EIA's official figures for February show. Nearly 100,000 more TV sets and approximately 350,000 more radios were turned out in Feb. 1962 than in 1961's 2nd month. UHF set production also was up appreciably, as was FM radio output—both of them almost double last year. Here are EIA's official 2-month figures:

	TELEVISION				RADIO					
	Total Production		UHF Production		Total Production		Auto Radio Production		FM Production	
Month	1962	1961	1962	1961	1962	1961	1962	1961	1962	1961
January	488,869	367,935	39,609	25,270	1,350,630	1,090,073	530,589	387,136	76,510	50,421
February	541,494	444,418	46,715	24,514	1,464,797	1,115,029	480,232	307,973	79,713	41,357
TOTALS	1,030,363	812,353	86,324	49,784	2,815,427	2,205,102	1,010,821	695,109	156,223	91,778

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Audio Devices	1961—year to Dec. 31	$ 7,350,711	$ 634,456	$ 308,456	$0.36	844,526
	1960—year to Dec. 31	6,562,922	280,308	142,308	.17	831,652
Capital Cities Bcstg.	1961—year to Dec. 31	11,803,781	——	1,088,197	.93	1,149,798
	1960—year to Dec. 31	8,421,321	——	800,285	.70	1,149,798
Corning Glass	1962—qtr. to Mar. 31	60,357,929	——	6,768,903	.99 [1]	6,775,995
	1961—qtr. to Mar. 31	48,364,944	——	4,847,056	.71 [1]	6,770,003
Eitel-McCullough	1961—year to Dec. 31	27,100,000	——	486,671	.26	1,838,538
	1960—year to Dec. 31	28,300,000	——	(662,961)	——	1,832,706
Famous Players Canadian	1961—year to Dec. 31	——	——	2,423,919	1.40	1,737,072
	1960—year to Dec. 31	——	——	1,857,251	1.07	1,737,072
H & B American	1962—6 mo. to Jan. 31	1,734,029	——	(60,603) [2]	——	2,573,160
	1961 [3]	——	——	——	——	——
IBM	1962—qtr. to Mar. 31	453,226,278 [11]	114,114,982	56,264,982 [11]	2.04	27,578,943
	1961—qtr. to Mar. 31	389,062,378	99,176,669	48,826,669	1.78	27,478,377
Lynch Corp. (Symphonic)	1961—year to Dec. 31	23,561,782	——	579,111 [12]	.81	713,555
	1960—year to Dec. 31	25,989,077	——	(623,935) [13]	——	692,779
Magnavox	1962—qtr. to Mar. 31	43,000,000	4,990,000	2,435.000	.35	7,296,213
	1961—qtr. to Mar. 31	32,207,000	2,930,000	1,430.000	.20 [4]	2,365,168
NTA	1961—year to Sept. 30	8,505,470 [6]	——	(7,909,299) [5]	——	1,527,572
	1960 [3]	——	——	——	——	——
A. C. Nielsen	1962—6 mo. to Feb. 28	19,413,862	——	1,358,902	.79	1,710,000
	1961—6 mo. to Feb. 28	17,321,758	——	1,211,588	.71	1,710,000
Outlet Co. (WJAR-TV Providence)	1962—year to Jan. 31	19,329,437 [7]	2,023,226	958 820	1.93	497,100
	1961—year to Jan. 31	17,826,316 [8]	1,574,848	774,848	1.56	497,100
Storer Bcstg.	1962—qtr. to Mar. 31	——	4,079,322	2,151,596	.88	2,437,861
	1961—qtr. to Mar. 31	——	2,294,918	1,055,417	.43	2,474,750
Trans-Lux	1961—year to Dec. 31	——	1,128,780	567.379	.77	732,182
	1960—year to Dec. 31	——	1,040,892	502,217	.69	554,900
20th Century-Fox	1961—52 wks. to Dec. 30	117,428,059	(22,997,159)	(22,532,084) [9]	——	2,495,926
	1960—53 wks. to Dec. 31	118,356,457	(3,470,339)	(2,868,113) [10]	——	2,445,486
Wometco Enterprises	1962—12 wks. to Mar. 24	4,436,441	——	449,088	.41	1,006,757
	1961—12 wks. to Mar. 24	3,434,453	——	301,293	.27	896,980

Notes: [1] After preferred dividends. [2] After special charge of $93,598. [3] Comparisons not available. [4] Adjusted to reflect 3-for-1 stock split July 1961. [5] After special $4.5-million inventory write-down. [6] From film rentals. [7] Includes $2 million from broadcasting. [8] Includes $1.6 million from broadcasting. [9] After $465,075 tax credit and before net of $25,477,917 on sales of certain studio properties. [10] After $622,726 tax credit and before net of $9,081,214 on sales of certain studio properties. [11] Record. [12] After special charge of $232,737. [13] After special charge of $260,124.

Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
AB-PT	Q	$0.25	June 15	May 18
Dominion Electrohome	SA	.10	May 31	May 15
Ford Motor	Q	.90	June 1	Apr. 26
Wometco Enterprises-A	Q	.17½	June 15	June 1

Admiral will give "serious consideration to resumption of a modest dividend later in year," Pres. Ross D. Siragusa told annual meeting last week. Admiral's last common stock dividend was a 25¢ payment in Dec. 1956. Siragusa also said that first quarter sales and earnings ran ahead of 1961's March quarter. Sales jumped about 15% from first-quarter 1961's $42.4 million. He did not estimate gain over year-earlier profit of $204,113.

Clevite Corp. is forecasting record sales of about $100 million this year, up from 1961's $91.9 million. Pres. William G. Laffer said earnings could approach 1960's record $3.53 a share.

Decca Records and MCA are verging on merger. Milton R. Rackmil, pres. of Decca, which also owns 88% of Universal Pictures, said offer from MCA to exchange its stock is "imminent." He said talks with MCA commenced last fall, asserted that integration of 2 companies would produce "greater development and use of talent & personnel in all phases of phonograph record, motion picture, and TV production & distribution." Combined 1961 revenues of Decca & MCA totaled $173 million. Rackmil also announced that Decca's first-quarter earnings this year rose to record $2,137,000 ($1.65 a share) from $963,800 (75¢) in Jan.-Mar. 1961.

GE scored 32% profit gain on 11% sales rise in 1962's opening quarter. Sales climbed to $1.1 billion from $992.6 million in 1961's March quarter. Earnings rose to $56 million from $42.5 million. Chmn. Ralph J. Cordiner said sales of consumer products "continued to strengthen" during the quarter and predicted "a steady, although not spectacular, improvement" in coming months.

NAFI Corp. will change its name to Chris-Craft Industries Inc., if stockholders approve at April 27 meeting.

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WEEKLY

Television Digest

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The authoritative service for executives in all branches of the television arts & industries

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ETV AIMS FOR QUICK USE OF NEW FUNDS following Congressional passage of $32 million aid-to-ETV bill. First grants expected in early fall (p. 2).

NETWORKS GET IN THEIR CHICAGO LICKS, offering "massive retaliation in hundreds of pages of analysis to refute testimony of critics (p. 2).

SET MAKERS HOPE FOR SENATE VHF-UHF-SET STYMIE, claiming skepticism is growing, based on extra costs for uhf which may be long unused. But enactment prospects remain strong (p. 3).

POLITICAL BROADCASTING—2 MAJOR REPORTS issued by White House and Senate groups, outlining proposed ground rules for campaign broadcasts (p. 3).

Consumer Electronics

TV SALES UP 17%, radio up 14% in first-quarter distributor-to-dealer shipment estimates (p. 7). Official 2-month statistics show phono sales lag in January, but recover in February (p. 11).

REPLACEMENT MARKET for picture tubes drying up, industry leaders believe. Quality has reached point where tube now lasts useful life of set, with no replacement in normal usage (p. 7).

TV KIT COMEBACK may be in works as kit-building hobby spreads. Conar offers build-it-yourself TV set, but it's quite different from TV kits of mid-'40s (p. 8).

HERTZ TV RENTALS BOOMING. "Immense" increase reported; product-rental chain now represented in 10 cities. Hertz also rents radios & phonos, is exploring adding color TV (p. 8).

RAULAND COLOR TUBE output to begin early next year in large-scale expansion of Zenith subsidiary. CBS-TV may use color on couple of specials next season, but plans no regular color-casts (p. 9).

RCA SCORES RECORD QUARTER as sales climb 18%, profits jump 21%. Company forecasts 1962 as one of its "most rewarding & productive" years (p. 12).

GT&E RINGS UP RECORD SALES in first quarter, scores 13% profit gain. Sylvania more than doubles year-earlier profit (p. 12).

CBS'S BRIGHT OUTLOOK delights Paley & Stanton at L.A. stockholders meeting, first quarter shaping up as best in history (p. 12).

'WAIT & SEE' AFTER 'DEFENDERS' PREVIEW: Good test of NAB Code system, coupled with affiliate previewing, is in works for April 28 CBS-TV episode of *The Defenders* dealing with abortion of pregnancy caused by rape.

CBS called in NAB Code Authority Dir. Robert Swezey for preview, fed it also to affiliates April 19. No affiliates had cancelled by week end, CBS reported.

Asked for comment, Swezey came up with an "OK—but" report, as we read it. Excerpts:

"Apparently a sincere effort to present in a dramatic & forceful manner a point of view respecting a significant social problem. . . . The Code Authority is nevertheless impelled to raise the following considerations: (1) The suitability of *The Defenders* or other dramatic series as a vehicle for such a direct treatment of this subject. (2) The wisdom of selecting an early evening family viewing hour [8:30] . . .

"Program subjects the audience to a strong emotional thrust toward a particular point of view which some will find offensive; that some may well consider the blunt dramatic intensity of the presentation unsuitable for group viewing in the home while others will take a position quite to the contrary. . . . The episode should not be condemned as violative of the Code.

"It is earnestly recommended, however, that each affiliate . . . decide in the light of the specific requirements, characteristics and attitudes of its local community whether the public interest would be served

by the broadcast of the episode at the time and in the manner contemplated." In short—it's up to you, boys. Prognosis: very few affiliate dropouts, lots of public commendation, some vigorous condemnation. And a good rating for newly acquired sponsor Speidel, which substitutes for the regulars April 28, and has taken alt. week half hours of series starting in Fall.

ETV AIMS FOR QUICK USE OF NEW FUNDS: With $32 million in federal funds now on tap, following Congressional passage last week of aid-to-ETV bill (S-205), jubilant educational broadcasters are poised for quick action in putting money to work after administrative details are ironed out.

ETV groups, which have been pushing measure for years, reported many stations & organizations prepared to apply for funds immediately. Spokesman for Secy. of Health, Education & Welfare, who will administer program, expressed hopes Dept. could begin making grants by early fall.

Major HEW tasks now, according to Dean Coston, special asst. to HEW Asst. Secy. Wilbur J. Cohen: (1) Development of specific rules & regulations for grantees and development of application procedures. Dept. has been unable to finalize details due to last-minute Congressional conference committee revisions to bill. (2) Liaison with FCC to determine modus operandi for judging applicants' resources, technical know-how, proposed coverage, etc. Commission recently set up div. of research & education within Broadcast Bureau. Div. is directed by Dr. Hyman Goldin; educational branch is headed by Dr. Keith M. Engar.

National Assn. of Educational Bcstrs. Administrative vp Harold Hill said legislation "should lead to a truly nationwide educational TV service." According to NAEB estimates, he said, there are 20-25 stations or groups in 10-12 states "ready to go," up to 100 more in 40-45 states in varying stages of preparation. Hill reported NAEB studies estimate additional 20 stations will be on air after first year of grants, with 25-30 starting in each of succeeding 4 years of program. The 62 stations already operating also will be eligible for funds for expansion and improved facilities, up to 25% of value of existing investment.

David Stewart, National Educational TV & Radio Center Washington dir., said NET is "absolutely delighted," predicted bill would be "one of the most important pieces of domestic legislation passed this session." He estimated that 20-25 stations or groups in 10-15 states are prepared to apply for grants, having already ponied up their matching funds through private sources. Commenting on provision of bill which limits to 15% the portion of any grant which can be used for microwave equipment and other connecting apparatus, Stewart said it would be slight drawback only to few states such as Fla. and Ala. which already have number of stations. Development of new facilities, which provision encourages, is most pressing need at present, he said.

Sen. Magnuson (D-Wash.), who championed bill patiently for 7 years, said that it "will go a long way toward putting educational TV on its feet." He expressed confidence it would trigger development of an ETV service covering every state and Puerto Rico.

Final version of bill, expected to be signed by President shortly after his return from Easter vacation, provides $32 million, up to $1 million per state in matching funds, over 5-yr. period, to be administered by HEW Secy. Existing stations would be allowed up to 25% of present facilities; 15% of any grant would be maximum which could be spent for interconnecting or repeater facilities.

NETWORKS GET IN THEIR CHICAGO LICKS: "Massive retaliation" perhaps best describes networks' testimony in FCC's Chicago hearings to air pros & cons of local programming output (Vol. 2:13 p3). Network spokesmen were satisfied that their cases were impressively placed in the record. "We gave 'em their lumps," as one put it, referring to the scores of critical public witnesses. Network witnesses were vp-gen. mgrs. of Chicago o-&-o's: Lloyd E. Yoder, NBC; Clark B. George, CBS; Sterling C. Quinlan, ABC.

In hundreds of pages of point-by-point analysis, network witnesses ripped into testimony of critics. They pulled no punches, expressed pride in output, argued that their local originations are substantial, insisted that balance between network & local programs was carefully arrived at by weighing viewers' needs & wishes through all practical means. As for their "autonomy" vis-a-vis "network control from New York," they maintained that they play active role in program selection and that ultimate responsibility properly rests with principal officers of licensees, as required by law.

They went through incredible amount of detail—describing local programs and reasons therefor, including techniques whereby they ascertain viewers' needs & desires.

Some of strongest language was directed at AFTRA & NABET by Yoder. He asserted, for example, that AFTRA witness gave distorted figures on WNBQ's local live trends. AFTRA claimed that such programming declined from 20% to 9% from 1958 to 1961 whereas it actually increased, he said. As for NABET, though its witness said engineering jobs at station declined by 50 during 1958-61, reduction was 17, he said. And, he added, witness "was well aware" that reduction was ordered before he came to station—though she testified that he was responsible.

There's no question that FCC enthusiasm for such hearings has abated somewhat. Whether it has eased off enough to forestall more in foreseeable future—can't be foretold yet.

SET MAKERS HOPE FOR SENATE VHF-UHF-SET STYMIE: All-channel-receiver bill seems to have clear road in House, where Rules Committee gave it go-ahead for consideration after Easter recess ends April 30. But going may be a little stickier in Senate.

Manufacturers' representatives who have checked with key Senators, particularly those on Commerce Committee, believe sentiment for bill is much weaker there, claim that arguments against measure are sinking in. They assert that Senators are concerned about ultimate consumer reaction among viewers who'll pay extra for uhf but won't have need for it in visible future. It's hard to believe, however, that bandwagon will halt —propelled as it is by President, FCC, House, networks, NAB, major individual telecasters, major set makers.

But EIA's Consumer Products Div. won't say die. Last week, it released study stating that 92% of viewers live beyond range of existing uhf stations and that new uhf stations will arrive so slowly that most purchasers of uhf-vhf receivers won't be able to use uhf portion during life of sets. EIA Exec. vp James D. Secrest urged Congress not to "deprive the TV set buyer of his freedom of choice and force manufacturers & dealers to raise prices in areas where uhf service may never become available." If law is enacted, he said, vhf telecasters should be required to operate uhf transmitters simultaneously "to compensate the consumer for the extra cost of his set."

POLITICAL BROADCASTING—TWO MAJOR REPORTS: It's premature to repeal permanently Sec. 315 "equal time" requirements in presidential & vice presidential campaigns, according to 2 substantial studies issued last week. And neither report accepted suggestions that broadcasters be forced to give free time. One study was "Financing Presidential Campaigns," by President's Commission on Campaign Costs; chmn. of 9-man group is Alexander Heard, U. of N.C. Graduate School Dean. Other report was that of 3-man Senate Commerce "Freedom of Communications Subcommittee"; chmn. is Sen. Yarborough (D-Tex.), includes Sens. McGee (D-Wyo.) & Scott (R-Pa.).

White House Commission report was devoted primarily to ways & means of fair campaign financing (income tax credits, etc.), but it noted growing significance of TV-radio, acknowledged substantial gratis contributions of industry, refused to recommend compulsory free time (and was promptly commended by NAB Pres. Collins), urged suspension of Sec. 315 for 1964 presidential & vice presidential campaigns.

Commission reported that more than 1/3 of 1952 & 1956 national campaign costs went to TV-radio, mostly TV. It said that in 1952, broadcasting took 34% of the $4.5 million spent by 15 Democratic committees operating in more than one state, 31% of $6.6 million outlay by 18 comparable GOP groups. In 1956, figures were 41% of $4.3 million for Democrats, 37% of $7.8 million for GOP. Commission said full 1960 figures weren't available but that they probably were comparable. Among other recommendations: use lots of ETV time.

Yarborough committee urged more experience with Sec. 315 suspension before considering permanent repeal. Other major recommendations:

(1) FCC should speed processing of equal-time & editorial fairness complaints, adding a system for taking testimony in field immediately.

(2) Commission should adopt "ground rules" for editorializing. These would require stations to keep tapes or films of editorials on candidates for at least a week, make them available for inspection, also provide advance notice to candidates whom station opposes. Another suggested rule would require granting candidates time to answer editorials. Political editorials should be cut off at least 48 hours before opening of polls.

(3) FCC should modify requirement for candidates to file scripts in advance, instead allow candidate to make tapes of speeches to be kept by station for hearing or reproduction by interested parties.

(4) Stations announcing plans to refuse time to candidates should not be allowed to renege without agreement of all candidates. Stations may not arbitrarily set cutoff date for sale of political time.

(5) Congress should amend Sec. 326 to enable FCC, when acting on editorial fairness complaint, to order station to give time to opposition.

(6) Commission should "study in depth" discussion of controversial issues. This would include proposal to require station to initiate scheduling of opposition viewpoints to editorials, rather than await complaints. FCC also would judge whether station can require advertiser who editorializes to give time to opposition on his program.

(7) Station should be required to report to FCC immediately any refusals to sell time for presentation of news, discussion, or entertainment.

CURRENT CAPSULES

Since Ford has continued Philco's battle against NBC, the network decided to open new phase of fight. Only matters still pending, NBC said, are proposed swap of its Philadelphia TV-radio stations with RKO-General's Boston outlets and Philco's effort to wrest away from NBC its WRCV-TV Philadelphia in a comparative hearing. NBC argues that: (1) Ford, by taking over Philco, can't legally also take over latter's protest against renewal of WRCV-TV. (2) If you're going to examine NBC's anti-trust history, you should look into Ford's too. It said Ford has been charged with monopolistic practices in at least 12 courts, within last 3 years alone—many of them filed by Justice Dept., many still pending. (3) Philco misrepresented to FCC its financial condition when it applied for Ch. 3, claiming it had adequate funds to build & operate when in fact its position was "critical."

———■———

Nine out of ten U.S. households have TV sets, according to Census Bureau survey conducted for Advertising Research Foundation. Count made in January 1962 estimates 48.9 million households have one or more sets, an increase of 16.7 million since 1955. Biggest concentration was in Northeast, where 93% of homes have sets, followed by 92% in North Central region, 90% in West, 85% in South. Survey also reveals: (1) Two or more sets are found in 13% of households. (2) In households with phones, 95 out of 100 have one or more sets; in homes without phone, only 71% are set owners. Copies of 22-page ARF survey, expanding Census result, including charts & graphs and data from 1955-62, are available at $5 from ARF, 3 E. 54th St., N.Y. 22. Four-page Census report (Series H-121, No. 9) can be obtained for 10¢ from Bureau, Washington 25, D. C.

———■———

Substantial step toward communications satellite system came last week with House Commerce Committee approval of bill (HR-11040) calling for 50-50 ownership by public and communications companies. Bill is almost identical with one approved by Senate Space Committee (Vol. 2:14 p6 et seq.). Senate Commerce Committee resumes hearings April 24. Major difference in House bill is provision tieing number of board members which companies may appoint to amount of stock they purchase, ranging from one member for 15%, to 6 for 50%.

———■———

ETV satellite system is being given "serious thought" by Office of Education of Health, Education, & Welfare Dept. Although still in "dream stage," project has been under study for about a year, we were told by Dean Coston, special asst. to HEW Asst. Secy. Wilbur J. Cohen. Project also has evoked interest of FCC & NASA, envisions fixed satellite hung at point over equator, possibly over Pacific Ocean off Colombia coast. HEW spokesman recently told House Appropriations Committee project is feasible, would cost estimated $50 million on experimental basis for 5 years.

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FTC put foot down on TV commercials for "Outgro" ingrown toenail remedy. Commission charged American Home Products Corp., which does business as Whitehall Laboratories, with false & deceptive advertising for claiming instant relief & cure. FTC contended product has no significant effect. Even product's name is false & misleading, FTC charges. Company was also cited for similar ads in other media.

Personals

FCC Comr. Fred W. Ford enplaned for Tokyo April 19 to attend conference on submarine cables, will return May 5.

Robert W. Sarnoff, NBC chmn., and Dr. Peter H. Odegard of NBC-TV's *Continental Classroom* American govt. course, will address League of Women Voters 25th convention in Minneapolis May 4.

Frank Marx, ABC engineering vp, elected pres. of new ABC Engineers, div. of AB-PT. . . . Eric G. Larson named *TV Guide* advertising dir., succeeding Michael J. O'Neill, who resigns effective May 15.

Donald S. Shaw, Jr. promoted to ABC-TV station relations dir.; Joseph Giaquinto advances to TV station clearance dir., Mario Cucinotta to TV station clearance mgr.

Guy C. Fraker promoted to a Nielsen vp. . . . David Chasman promoted to UA advertising exec. dir.; Mort Hock, ex-Paramount asst. ad mgr., becomes UA advertising mgr.

Jack Cron, ex-Screen Gems European sales dir., named TV Enterprises Corp. international sales mgr. . . . Mel Bernstein advanced to Ziv-UA sales promotion dir.

John S. Allen promoted to WLBW-TV Miami gen. sales mgr., Charles J. Mathews to national sales mgr., Mollie Flynn to national sales coordinator. . . . William P. Dix, Jr., ex-WDAU-TV Scranton mgr., named WCHS-TV Charleston, W. Va., gen. mgr.

James M. Strain, ex-Filmaster western sales dir., named Storer Programs western div. sales mgr., Los Angeles. . . . Dick Jungers promoted to WGN-TV Chicago midwest national sales mgr., Marvin Rudolph to asst. eastern div. national sales mgr., N.Y.

James L. Lahey promoted to Entron pres. & chief exec. officer; Henry M. Diambra moves up to board chmn.; W. C. Godsey Jr. named head of new executive committee; Spencer Allen, KMOX-TV St. Louis news dir., elected Metropolitan St. Louis Press Club pres.

Harold Soldinger named WTAR-TV Norfolk programs & operations vp; Jack B. Prince radio vp; William A. Gietz TV sales vp. . . . Tom Goodgame, ex-Commercial Credit Corp., named KATV Little Rock commercial mgr. . . . James W. Anderson promoted to gen. advisor to Televisora Nacional, ABC Panama City affiliate.

NAB Pres. Collins' blast at FCC for Chicago hearings got nationwide attention because he reserves barrages for legitimate threats to industry, NAB PR mgr. John M. Couric told Phila. PR Assn. He said that Collins' popularity with broadcasters is at all-time high since his keynote address at NAB convention April 2 (Vol. 2:15, Supplement). Because of his policy of not "continually carping," the NAB chief's speech defending broadcasting not only rallied industry but brought support from many newspapers as well, Couric asserted.

Education of citizens to work for peaceful world is most pressing task facing nation, NAB Pres. Collins told annual dinner of patrons of Queens College, Charlotte, N.C. He criticized "blind reaction against change," told group: "There is no cause to quake before the prospect of a future filled with unpredictables. On the contrary, there is every reason to welcome it with enthusiasm."

Minow Gets Peabody Award: FCC Chmn. Minow received coveted Peabody Award April 18, was cited as "most courageous, responsible and energetic FCC Commissioner in years, [who] has done much to rescue the wasteland from the cowboys and private eyes." First govt. official to win this award, Minow told audience at luncheon meeting of N.Y. chapter of Broadcast Pioneers he considered award was not for him personally, but in recognition of govt.'s role in broadcasting. President Kennedy sent wire "noting with pride," saying "I am glad one of our boys made it."

Other winners: *David Brinkley's Journal*, NBC, TV news; *Bob Newhart Show*, NBC, TV Entertainment; *An Age of Kings*, BBC, and *Vincent Van Gogh: A Self-Portrait*, NBC, TV Education; *Expedition*, ABC, TV Youth & Children's Programs; Walter Lippmann, CBS, TV Contribution to International Understanding; *Let Freedom Ring*, KSL-TV Salt Lake City, TV Public Service; *Fine Arts Entertainment*, WFMT Chicago, radio entertainment; *The Reader's Almanac* and *Teen Age Book Talk*, WNYC N.Y., radio education.

Radio WRUL N.Y. was cited for radio contribution to international understanding, for coverage of UN General Assembly in English & Spanish. Special awards went to Fred Friendly, CBS, and to Capital Cities Bcstg. Corp. for Eichmann trial coverage.

Violin virtuoso Jascha Heifetz will appear as performer-teacher in special National Educational TV network series this fall. Programs will be recorded during artist's classes at U. of Southern Cal.'s Institute for Special Musical Studies. Producer is Nathan Kroll, whose *Casals Master Class* series won documentary first prize at 1961 Venice Film Festival and special prize at 1962 Monte Carlo International TV Festival.

Construction of broadcast center for WTTG Washington will begin April 23. New center will include 5-story office building with connecting one-story broadcast wing. Studios will have 17,000 sq. ft. of space, more than double station's present facilities. Managers of Washington's 3 network stations will join WTTG executives in groundbreaking ceremonies. Completion of new facilities at 5151 Wisconsin Ave., N.W. is scheduled for next spring.

Horse "Vast Wasteland" won special race at annual National Press Club outing at Laurel, Md. track last week. Race features newsmen as jockeys, and horses are given temporary names. Winning jockey: Dawson (Tack) Nail, *Broadcasting* magazine reporter.

CATV system, Huntsman TV Cable Co., Johnson City, Tenn., has been bought for undisclosed price by industrialist and multiple-CATV owner C. A. Sammons, Dallas. R. M. Huntsman will remain as mgr.

FCC has approved purchase of remaining 50% of KCRA-TV & KCRA Sacramento, for $2.8 million by 50% owners Nina N., Robert E. & Jon S. Kelly from Gerald & C. Vernon Hansen.

International Radio & TV Society may become new name of Radio & TV Executives Society, N.Y. RTES pres. Matthew J. Culligan explained word "executive" is hard to define, said new title would be more descriptive.

Unusual sponsorship of Easter Parade in N.Y. on WPIX has been purchased by Union Label Dept. of International Ladies' Garment Workers' Union. Commercials will stress significance of union label in women's clothes.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
AB-PT	1962—qtr. to Mar. 31	—	$ 6,442,000	$ 3,042,000[10]	$0.70	—
	1961—qtr. to Mar. 31	—	7,325,000	3,425,000[11]	.79	—
American Electronics	1961—year to Dec. 31	$ 16,807,633	—	(638,874)	—	1,177,842
	1960—year to Dec. 31	22,609,422	—	(6,452,572)[1]	—	1,177,708
CTS Corp.	1962—qtr. to Mar. 31	6,672,486	—	550,014	0.38	1,447,003
	1961—qtr. to Mar. 31	4,439,860	—	351,243	.26	1,372,003
Electranic Specialty	1962—qtr. to Mar. 31	8,099,800	832,817	564,817	.64	887,621
	1961—qtr. to Mar. 31	6,188,074	220,139	185,139	.21	872,608
Fairchild Camera & Instrument	1962—qtr. to Mar. 31	23,884,000	—	1,352,000	.54	2,526,083
	1961—qtr. to Mar. 31	20,655,000	—	877,000	.35	2,467,392[7]
GE	1962—qtr. to Mar. 31	1,100,566,000	114,169,000	55,963,000	.63	89,391,842
	1961—qtr. to Mar. 31	992,622,000	84,689,000	42,476,000	.48	88,860,183
GT&E Story on page 12	1962—qtr. to Mar. 31	317,906,000[2]	—	18,162,000	.25[3]	73,470,000
	1961—qtr. to Mar. 31	287,915,000	—	16,319,000	.22[3]	73,273,000
Goodwill Stations	1962—qtr. to Mar. 31	1,819,097	—	140,106	—	631,903
	1961—qtr. to Mar. 31	927,389	—	44,676	—	632,143
Harvey Radio	1962—year to Jan. 31	4,356,081	—	232,592	.42	550,000
	1961—year to Jan. 31	4,172,123	—	203,230	.37	550,000
Hazeltine	1962—qtr. to Mar. 31	10,087,000	1,034,000	487,000	.31	1,568,029
	1961—qtr. to Mar. 31	12,645,000	868,000	421,000	.27	1,568,029
Indiana General Story on page 12	1962—qtr. to Mar. 31	7,283,028[2]	1,483,493	717,763[2]	.62	1,150,002
	1961—qtr. to Mar. 31	4,813,462	725,888	356,243	.31	1,139,522
Jerrold Electronics	1962—year to Feb. 28	18,045,564[2]	—	591,171[2]	.30	1,999,682
	1961—year to Feb. 28	11,935,899	—	248,873	.13	1,884,569
P. R. Mallory	1962—qtr. to Mar. 31	24,506,709[2]	2,259,462	1,074,321	.68[3]	1,501,848
	1961—qtr. to Mar. 31	19,745,337	1,640,406	781,797	.49[3]	1,469,739
MGM	1962—28 wks. to Mar. 15	76,766,000	5,353,000	2,553,000	1.00	2,554,229
	1961—28 wks. to Mar. 15	75,778,000	14,684,000	6,684,000	2.65	2,521,529
Mavielab	1962—qtr. to Mar. 31	1,685,314	—	97,235	.30	328,034
	1961—qtr. to Mar. 31	1,436,380	—	69,399	.23	312,500
Muter	1962—qtr. to Mar. 31	4,132,740	—	72,701	.06	1,199,094
	1961—qtr. to Mar. 31	2,656,735	—	(13,894)	—	880,461
Paramount Pictures	1961—year to Dec. 31[8]	—	—	7,148,000[9]	4.23[9]	1,688,531
	1960—year to Dec. 31	—	—	7,026,000	4.20	1,673,231
Pentron Electronics	1962—9 mo. to Mar. 31[4]	8,567,992	—	364,553	.15	2,441,037
	1961—9 mo. to Mar. 31	1,404,965	—	(448,554)	—	810,000
	1962—qtr. to Mar. 31[4]	3,160,054	—	201,459	.08	2,441,037
	1961—qtr. to Mar. 31	407,961	—	(194,026)	—	810,000
RCA Story on page 12	1962—qtr. to Mar. 31	425,000,000[2]	28,900,000	14,500,000[2]	.81	16,913,000
	1961—qtr. to Mar. 31	361,700,000	22,600,000	12,000,000	.68	16,553,000
Raytheon	1962—qtr. to Mar. 31	157,334,000	—	2,499,000	.60[3]	4,013,754
	1961—qtr. to Mar. 31	138,158,000	—	1,365,000	.33[3]	3,855,045
Reeves Bcstg. & Development	1961—year to Dec. 31	4,340,240	—	157,877[5]	.11	1,408,893
	1960—year to Dec. 31	2,432,280	—	328,284[6]	.23	1,408,893
Texas Instruments	1962—qtr. to Mar. 31	57,483,000	4,663,000	2,411,000	.60[3]	3,945,613
	1961—qtr. to Mar. 31	58,977,000	7,737,000	3,773,000	.95[3]	3,929,226
Varnado	1962—6 mo. to Feb. 28	57,081,325[2]	—	1,936,843[2]	1.48	1,310,593
	1961—6 mo. to Feb. 28	53,493,945	—	1,377,976	1.05	1,310,593
	1962—qtr. to Feb. 28	28,878,919[2]	—	1,072,914[2]	.82	1,310,593
	1961—qtr. to Feb. 28	26,536,772	—	673,095	.51	1,310,593
Wells-Gardner	1962—qtr. to Mar. 31[9]	4,380,000	—	62,000	—	422,400
	1961—qtr. to Mar. 31	4,085,000	—	35,000	—	422,400

Notes: [1] Includes $1.7 million in special items. [2] Record. [3] After preferred dividends. [4] Includes on "pooling of interests" basis operations of 6 firms acquired in 1961. [5] Includes $142,594 gain on sale of investments. [6] Includes $101,437 in special credits. [7] Adjusted for 2-for-1 stock split Nov. 1961. [8] Preliminary. [9] Includes profit of $1.5 million (88¢) from sale of investments. [10] Before $133,000 (3¢) Capital Loss. [11] Before $3,914,000 (91¢) Capital Gains.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

TV SALES UP 17%, INVENTORIES UP MORE: First quarter sales were good—TV up 17%, radio 14%, in distributor sales compared with same 1961 period. As industry moved into traditionally slow 2nd quarter, however, most manufacturers were beginning to keep watch on production.

Distributor-to-dealer sales of TVs were at rate of little less than 6.3 million a year (seasonally adjusted) during first quarter, while manufacturer-to-distributor shipments were at nearly 6.7-million rate.

Unit sales of TV sets to dealers during first quarter were about 1,560,000, up from 1,330,000 during slow first-quarter 1961. In radio, figures were 2,237,000 vs. 1,965,000. March TV sales totaled about 573,000 vs. 501,000 in 1961, radio sales 976,000 vs. 853,000. (These are estimates, not official industry figures.)

Phono sales haven't been sharing TV-radio's upswing. First publicly released EIA statistics on distributor sales of phonos show first 2 months of 1962 were nearly 17% poorer than same 1961 period. (And these months of 1961, in turn, were sharply below banner 1960.) Phono factory & distributor sales figures and EIA's official TV-radio distributor sales for January & February will be found on p. 11.

PICTURE TUBE REPLACEMENT MARKET DYING? We used to hear grandiose predictions of an ever-increasing replacement market for picture tubes—4 million, 5 million, 6 million, soaring skyward through the years. These predictions have not come true. Despite increasing number of TV sets in use, replacement sales have been diminishing in recent years. Tube manufacturers almost unanimously say they expect further contraction—some even going so far as to predict this part of their business will almost dry up altogether.

There's one important reason for this—and it's so simple & logical that it's easy to overlook: Quality of picture tubes has increased to point where today's tube can be expected to last life of TV set in normal usage.

Picture tube sales statistics aren't very reliable—because many rebuilders aren't included in them. Nevertheless, EIA's year-by-year breakdown (TV Factbook No. 32, p31) shows replacement picture-tube sales peaked in 1957 at 2,779,111, then fell off to 2,405,952 in 1960. (These figures exclude many rebuilder sales.) EIA hasn't yet compiled replacement tube statistics for 1961, but all tube industry sources express belief that gradual fall-off continued last year.

There's growing feeling now that rebuilt tube market never was as big as it was presumed to be. Some independent surveys are said to show that it probably was only half the size it was thought to be by many in industry. And it seems to be getting smaller by the week.

Never before were so many independent tube rebuilders in trouble. Two of largest independent tube makers have gone out of production—Thomas Electronics, Passaic, N.J., and Pioneer Electronics, Los Angeles—although both firms are still in business (Vol. 2:8 p8). Several others are said to be desperate. Calvideo Electronics, Compton, Cal. has complained to FTC & Congress, charging monopoly by major tube makers and stating that 40% of independent tube manufacturers have gone bankrupt since Jan. 1959, that 36,000 people have lost jobs in picture-tube & supplier industries.

It's more than a case of majors gobbling up market, however. It's case of market shrinkage, and the company which depends on replacement business—with no manufacturer accounts—is going to find sledding even tougher from now on.

One of the very biggest picture-tube manufacturers estimates life of today's TV tubes as "approximately up to 8 years, depending on varying conditions." He predicts replacement market will continue to go

down because "the total number of TV sets is not increasing appreciably and tubes are lasting longer." He adds: "Furthermore, as color continues to grow, the demand for b&w tubes will be lower."

Replacement picture tubes will represent "a continually declining business," according to another major manufacturer—Pres. Asher Cole of National Video, biggest independent picture-tube maker. "Our life tests show tubes which have been run for 8,000 hours—the equivalent of about 6 years' wear—still look good as new. And they're still getting better. With the optimum life of a set about 7 years, I think we're going to see replacement tubes diminishing to the category of a very low-volume business."

HERTZ TV RENTALS BOOMING: "Our TV rental business is excellent & growing," we were told last week by Harlan Liss, vp-gen.mgr. of Hertz Rent-All, subsidiary established in 1960 (Vol. 16:40 p15) by the worldwide car & truck leasing organization to rent a broad range of merchandise. "Compared with a year ago," he said, "our increase in TV rentals is immense, and we're real happy with the business."

How has Hertz prospered in a field which has produced more ulcers than profits for so many TV dealers? "The short-term rental of TV sets, of any product, is a specific business," Liss told us. "You can't operate it successfully on a part-time basis. I have seen many retailers attempt to add rentals as a sideline. It just doesn't work out in most cases. You can't devote your full time and effort to the special details involved in selling & renting. The rental business is different from the retail business—and like all businesses, it requires special know-how, experience, and concentration to make it successful."

Hertz Rent-All unquestionably has made progress since last we spoke with Liss in October (Vol. 1:5 p6). Then, the new corporation embraced company-operated stores in Chicago & N.Y., franchisers in 3 other cities. Today, there are Rent-All stores in 10 cities, and contracts signed for other cities which Liss said will be announced when store locations are firmed. Hertz operates its own stores in Chicago & N.Y. and has just taken over previously franchised New Brunswick, N.J. Franchised rental stores are operating in St. Louis, Cincinnati, Norfolk, South Bend, Ind., Hartford, Huntington, N.Y., Springfield, Ill.

Former New Brunswick franchiser, Lee Merel, now devoting full time to operation there of his Madewell Furniture Co., told us his experience with TV rentals had been "very good," attributed TV demand to pull of Hertz name and fact that "hardly any dealers in this area rent TV sets."

Hertz Rent-All in Chicago rents 19-in. Motorola, Sylvania & RCA portables for $20 a month, $25 with remotes, which, Liss told us, "are quite popular, particularly for sickroom use." For shorter terms, rates are a minimum of $10, for one week, with free pickup & delivery, $15 for 2 weeks. Rates last October were $5 weekly & $15 monthly, and Liss said higher rates reflect increased operating costs. Average rental span is one month, and primary customer is homeowner whose TV set has broken down.

"We get calls for color TV," Liss said, "and are exploring the possibilities of adding color sets to our rental program." However, Hertz so far has not included color TVs because "they are a good deal more expensive than b&w sets, less easy to handle from a rental standpoint, and present more maintenance problems." Liss said that maintenance on b&w merchandise has been no problem, noted that rental customers are particularly careful with sets. "Our sets have suffered no abuse or damage, beyond the normal wear & tear expected," he said.

Hertz also rents radios & phonos, although volume is nowhere near as high as that for TV rentals. Most radios, table models, are rented for sickroom use. Phonographs are rented principally for parties.

COMEBACK FOR TV KITS? With kit-building fever sweeping America, will TV kits make comeback? Nobody knows, but one new deluxe kit went on market recently, and there are rumors of others to follow.

TV kits today would fulfill different purpose from kits of the late 1940s. In TV's early days, kits offered the venturesome & well-equipped hobbyist a way to save money on sets, which were high priced in completed form. In our Oct. 1949 *Television Factbook*, 8 TV kit manufacturers were listed, and some sources say that kits accounted for nearly 7% of all TV sets sold that year. Our most recent *Factbook* lists 3 kit makers, of which Transvision Inc. (Grey Oaks Ave., Yonkers, N.Y.)—old-timer in TV kit field—is most active.

Today's kit builder isn't really out to save money — but for sheer joy of putting together a complex piece of electronic equipment which works. Aiming at this market, Conar Instruments div. of National Radio

Institute (3939 Wisconsin Ave., Washington 16, D.C.) is offering complete 19-in. TV kit, including cabinet, bonded picture tube, etc. to hobby trade. It's same kit which is supplied to NRI electronics students, but now is available to all comers under Conar trade name.

It isn't particularly cheap, as TV sets go. It costs $135, or can be bought in 3 "pay-as-you-build" packages at $36 each. According to NRI, it can be built by average untrained hobbyist in as little as 25 hours, requires no test equipment. It's deluxe set, with Sylvania 114-degree bonded tube, Standard tuner, U.S.-made brand-name components, has 15 tubes, including one GE Compactron.

TV kit was introduced by Conar, according to merchandising mgr. Jack Thompson, "on the theory that a lot of kit builders have put together all the hi-fi equipment they can use and want to go on to something else." Other major kit manufacturers—such as Heath, Eico, Dynaco—won't say whether they plan to go into TV business. However, Muntz recently confirmed that it was "considering" kit version of its $99 "Metropolitan" portable.

Transvision hasn't found hi-fi kit builder a good prospect for TV kits. Pres. Herbert Suesholtz told us last week his company thinks TV kit constructer is different breed of cat altogether. "Ads in the general electronics hobby magazines pull better for us than ads in hi-fi magazines," he said.

Transvision has two basic models—"Professional" 23-in. chassis kit at $199 and 27-in. at about $50 more; "Economy" model at $168 for 23-in., $228 for 27-in.—both including picture tube but excluding cabinet. Like Conar's set, these aren't cheap items. By the nature of the business, Suesholtz said, "a kit must sell for more than a finished set—so we stress high quality, high-fidelity sound, and so forth; it's a better set than anyone could buy in completed form."

Like NRI's kits, Transvision's TV kits are now byproduct; in Transvision's case they're byproduct of its school TV receivers & custom installations. Suesholtz said he's seen no recent increase in TV kit business. "Back in the early days," he added, "we did a volume of $1 million a month in kits." Suesholtz said much of Transvision's volume comes from cabinets, wood panels and other custom-installation accessories for the kits. Transvision now also has course of study, sold in conjunction with kits, with which builder can learn electronic fundamentals while he builds. Suesholtz looks forward to rise in kit sales through more aggressive merchandising, rather than by winning over hi-fi kit hobbyists.

RAULAND COLOR TUBES EARLY NEXT YEAR: Color seems to be here to stay, what with RCA's shorter 90-degree tube due for production in January (Vol. 2:16 p7) and other manufacturers looking for continued sales step-up. This week brought news that Zenith's tube-making subsidiary Rauland has decided to take step into color and its first tubes will come off line early next year.

Rauland's interest in color-tube production was first reported in these pages last January (Vol. 2:4 p7). Color output "for Zenith & others" will be made possible by $4-million expansion program, involving 50,000 sq.-ft. addition to Chicago plant, which will also make possible increased b&w tube output. Rauland also plans to build 55,000 sq.-ft. lab & administration building at Niles, Ill. and has purchased 45,000 sq.-ft. Chicago building for storage & warehousing.

Hopes that color set boomlet would encourage CBS-TV to burst forth in hue were dimmed last week. Network left door open, however, for couple of color specials next season. It had no color programming at all this season. Spokesman told us there was "some talk of maybe one or 2 individual shows in color during the 1962-63 season"—such as "Wizard of Oz" or one Red Skelton special—but even these plans are nebulous, and network plans "nothing resembling large-scale color programming."

In other color news last week:

RCA gave a little peek at its new color set line, to be shown to distributors next month, in statement by a spokesman confirming it will have "modified chassis" in high-end models permitting field conversion to uhf and "a new RCA remote-control unit." Current 70-degree tube will be used in 1963 line.

Motorola spokesman stated that 23-in. rectangular 90-degree color tube being developed jointly with National Video won't be ready for production this year.

Reporting record first-quarter sales & earnings, RCA said its dollar earnings from sale of color sets again exceeded those from b&w. RCA makes chassis for most color set manufacturers. (Details on p. 12.)

Admiral is 3rd largest in color-TV sales, company officials indicated in commenting on our rankings of manufacturers last week (Vol. 2:16 p7). Any attempt to rank manufacturers in this industry is tricky & dangerous, but we'll stick our necks out again with revised estimate of 1962 color-TV brand rankings: (1) RCA, which apparently is shooting for at least 200,000 this year. (2) Zenith, on record as predicting 100,000 in 1962. (3) Admiral, something more than 50,000. (4) Silvertone (Warwick), about 50,000. If we've slighted anyone else, we'll be glad to correct the record further.

TV-RADIO PRODUCTION: EIA statistics for week ended April 13 (15th week of 1962):

	April 7-13	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	131,535	126,241	112,364	1,950,635	1,513,327
Total radio	365,624	351,710	268,604	5,352,418	4,138,745
auto radio	133,376	138,388	83,645	1,922,359	1,256,661

TOPICS & TRENDS

"Chaotic" is word for pocket-radio price situation, with name-brand U.S.-made sets underselling top-brand Japanese receivers. Without announcing it, some manufacturers have quietly entered promotional models which can be sold competitively with RCA's & GE's $14.95 six-transistor units. Admiral, for example, is understood to be making limited run of last year's shirt-pocket model which can be sold at $14.95, although its stated price leader still lists at $16.95.

Emerson chopped nearly $10 from one gift-packed 8-transistor set, dropping it from $29.88 to $19.95, making it competitive with 6-transistor sets by most other U.S. set makers.

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FM-stereo broadcasting is available to 70 million listeners, or about 40% of nation, according to report by EIA consumer products staff dir. L. M. Sandwick. As of April 15, he said, 81 FM stations were stereocasting an average of 66½ hours weekly and at least 20 manufacturers are shipping stereo receiving equipment.

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U.S. TV-radio manufacturers are becoming important customers of Japanese parts makers. Kataoka Electric Co., maker of TV & FM tuners, switches & variable capacitors, reports 12% of its total sales are made to U.S. companies—and it lists RCA, GE, Motorola & Westinghouse among its American customers.

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"Japanese" radios are coming into Canada duty-free & quota-free, reported EIA of Canada in brief submitted to Canadian Tariff Board. Radios assembled from Japanese designs & Japanese parts, in Shannon, Eire, where Sony has factory, are shipped to Canada duty-free under British preferential tariff, whereas U.S.-made radios are subject to 20% duties. EIAC noted that about 10,000 radios were imported from Eire duty-free in first 10 months of 1961, and asked establishment of 15% British preferential duty on radios, TVs, phonos & recorders.

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You can expect more & lower-priced FM sets from Japan next year. This will come with opening of home FM markets in Japan, which should spur research & development there and help amortize larger production runs of FM radios, bringing down costs. Japanese govt. announced it will begin regular licensing of FM broadcast stations in October. FM broadcasting in Japan is now on experimental basis.

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Westinghouse has discontinued suggested list prices on consumer electronic products.

Walter Voss Inc. has been appointed eastern U.S. sales agent for West Germany-made Uher tape recorders and Metz console stereo & radio instruments. Vim Stores will continue to distribute some of Metz line in metropolitan N.Y.

Philco's first-quarter sales of its Town & Country portable TV are running 3 times ahead of 1961's top 19-in. Philco portable. T&C model also has accounted for 40% of company's portable business so far this year.

Trade Personals

S. M. Fassler, GE TV receiver dept. mktg. mgr. since 1960, becomes clock & timer dept. mktg. mgr. May 1.

Elof Sandstrom, one of Oak Mfg.'s founders, will retire as chmn. at month's end. Vice Chmn. Robert A. O'Reilly is slated to become chmn. Finance vp Frank A. Astrologes is scheduled to succeed Sandstrom on Oak's board.

C. Gus Grant appointed Ampex mktg. vp, a new post. . . . Richard Helhoski, ex-Magnavox, named Blonder-Tongue Labs mktg. dir. . . . Daniel F. Neumaier, Bell Sound audio & tape recorders sales mgr., has resigned to join Glendale Electric Supply, Detroit distributor of Bell, V-M, other product lines, as consumer products sales mgr. . . . Gordon L. Duern named Dominion Electrohome consumer products styling coordinator; secy.-treas. Donald S. Sykes also assumes responsibility for all consumer products.

Joseph Lydon, former mgr. of Philco's defunct "Instant Dividend Plan" (Vol. 2:9 p7), has resigned.

Anthony J. Froio, former Allen B. Du Mont Labs, joins Kudner Agency as group account exec.

J. Lee Lockard, former Argus Cameras controller, appointed Sylvania Home & Commercial Electronics Div. controller, succeeding Douglas L. Hamilton, named controller of Electronic Systems Div., Waltham, Mass. Lockard will headquarter in Batavia, N.Y.

B. E. Vinkemulder, Centralab mktg. mgr., elected pres., Assn. of Electronic Parts & Equipment Mfrs. Other elections: first vp, Walter A. Clements, Littlefuse sales vp; 2nd vp, Norman Triplett, Triplett Electrical Instrument mktg. mgr.; treas., J. Wayne Cargile, United Catalog midwest mgr.; Kenneth C. Prince re-elected exec. secy.

Edward F. Hoy, one-time General Dynamics Telecommunications Div. production planning mgr., promoted by United States Instrument Corp to mfg. vp.

E. R. Wagner, former Datronics Engineers vp-gen. mgr., named vp & asst. to pres., Emertron Inc.

Richard K. Mosher named pres. of Lab for Electronics' LFE Electronics operation.

Dr. Jay Tol Thomas, ex-Sylvania, Minneapolis-Honeywell, appointed dir. of newly established Siegler Research Labs, Los Angeles. . . . Dr. Ernest E. Pittelli, ex-Philco, appointed physics specialist, Sylvania Applied Research Lab, Waltham, Mass.

Lucien E. Rawls promoted to DECO Electronics senior vp, Washington; William S. Alberts moves up to vp, Leesburg, Va.

W. R. Johnson named branch mgr., David C. Miller branch sales mgr., Philco Distributors Inc., Houston. . . . Paul S. Heflin named vp-Newark operations, General Instrument rectifier div.

Salary & stock ownership of Magnavox officers, as reported in proxy notice for May 2 annual meeting (1961 figures): Chmn. R. A. O'Connor, $65,000 & 227,106 shares; Pres. Frank Freimann, $75,000 & 586,784 shares, including 173,592 shares held by Ft. Wayne National Bank, Ft. Wayne, Ind., as trustee pursuant to agreement executed in 1943 by bank & Freimann's deceased mother; Gerard M. Ungaro, vp, secy. & gen. counsel, $40,000 & 41,621 shares.

TV SALES UP, PHONOS DOWN: First public EIA release of distributor-to-dealer sales figures showed TV up 18%, radio up 13%—and phonos down a surprising 17% during first 2 months of 1962. However, February phono sales were slightly ahead of last year. Unofficial estimates indicate that TV-radio rise continued in March (see p. 7). Here are EIA sales figures for TVs, radios & phonos for first 2 months of 1962, with comparative 1961 figures:

TV-RADIO DISTRIBUTOR SALES

Month	TV		Radio (excl. auto)	
	1962	1961	1962	1961
January	465,836	403,570	562,869	471,518
February	521,275	428,705	697,893	640,379
TOTAL	987,111	832,275	1,260,762	1,111,897

PHONO DISTRIBUTOR SALES

Month	1962			1961		
	Mono	Stereo	Total	Mono	Stereo	Total
January	48,423	171,305	219,728	71,197	203,639	274,836
February	50,563	188,857	239,420	48,219	189,679	237,898
TOTAL	98,986	360,162	459,148	128,978	421,633	550,611

PHONO FACTORY SALES

Month	1962			1961		
	Mono	Stereo	Total	Mono	Stereo	Total
January	68,545	191,014	259,559	80,366	211,383	291,749
February	52,566	202,846	255,412	50,710	204,638	255,348
TOTAL	121,111	393,860	514,971	131,076	416,021	547,097

Reports & comments available: CTS Corp., prospectus, Goldman, Sachs & Co., 20 Broad St., N. Y. 5. Cenco Instruments, discussion, A. M. Kidder & Co., One Wall St., N.Y. 5. Collins Radio, comments, Paine, Webber, Jackson & Curtis, 25 Broad St., N.Y. 4. TV Shares Management, analysis, Wedbrush & Co., Airport Station, Los Angeles 45. International Resistance, review, Butcher & Sherrerd, 1500 Walnut St., Philadelphia 2. Raytheon, review, Sutro Bros. & Co., 120 Broadway, N.Y. 5. Loral Electronics, prospectus, Lehman Brothers, One William St., N.Y. 4. GT&E, prospectus, Paine, Webber, Jackson & Curtis, 25 Broad St., N.Y. 4. The Japan Fund, prospectus, Bache & Co., 36 Wall St., N.Y. 5. International Resistance, review, Sincere & Co., 231 W. LaSalle St., Chicago 4. Western Union, discussion, William M. Rosenbaum & Co., 331 Madison Ave., N.Y. 17. Almo Industrial Electronics, prospectus, Harrison & Co., 67 Wall St., N.Y. 5. Minnesota Mining & Mfg., technical memo, Auchincloss, Parker & Redpath, 52 Wall St., N.Y. 5. Newark Electronics, prospectus, H. M. Byllesby & Co., 405 Lexington Ave., N.Y. 17.

New plants & expansions: GE will spend $3 million to expand its electronic capacitor plant at Irmo, S.C. Half of the funds will go to expanding manufacturing & research space by 40%. Balance will be used for additional equipment. Ampex will begin construction this summer of a 150,000-sq.-ft. hq complex on newly-acquired 25-acre site at Redwood City, Cal. Project, including land purchase, will total $5 million, is slated for completion by mid-1963. New hq center will consolidate departments now housed in 17 leased buildings scattered throughout Redwood City. Muntz TV will add 36,000-sq.-ft. of production space to its new 70,000-sq.-ft. Wheeling, Ill., plant which it occupied last July. The $240,000 expansion program is slated for completion within 3 months. Fairchild Camera & Instrument's Semiconductor Div. is nearing completion of $1-million plant at South Portland, Me., will initiate pilot production this fall.

RCA SCORES RECORD QUARTER: RCA opened 1962 with highest first-quarter sales & earnings in its 43-year history. Sales climbed 18% to $425 million from 1961's opening quarter, profits jumped 21% to $14.5 million (see financial table). Chmn. David Sarnoff & Pres. Elmer W. Engstrom attributed rise to "major upsurge in all the principal areas of RCA's business," forecast continuing upward trend balance of year. "We expect this year to be one of the most rewarding & productive in the history of our company," they said.

Sarnoff & Engstrom reported that "sales of color TV receivers & picture tubes continued to set the pace in consumer products & components," noted that "dollar earnings from the sale of color TV again exceeded those of b&w set sales" as they did in 1961's 4th quarter. Sales of b&w receivers "maintained a steady improvement."

NBC also set first-quarter sales & profit records, they said, and defense & space activities "maintained their strong cycle growth." Although over-all computer business continued in red, this activity contributed to improved profit "through reduction in costs & increased sales volume."

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Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
Andrea Radio	Q	.12½	June 15	June 1
Allied Radio	Q	.08	May 22	May 8
Avco	Q	.17½	May 20	Apr. 27
Canadian GE	Q	.05	July 3	June 12
GT&E	Q	.19	June 30	May 22
Indiana General	Q	.20	June 11	May 18
National Video-A	Q	.12½	May 18	May 1
Stewart-Warner	Q	.35	June 9	May 18
Texas Instruments	New	.20	June 1	May 1
Wometco Enterprises-A	Q	.17½	June 15	June 1
Wometco Enterprises-B	Q	.06½	June 15	June 1

Magnavox racked up first-quarter gains of 65% in earnings & 33% in sales over 1961's initial 3 months (Vol. 2:16 p12). Pres. Frank Freimann reported TV & radio sales up 40% in the quarter, stereo phono ahead 100%. He said that sales of hi-fi sets topped TV volume by a "substantial margin." Sales of government & industrial electronic products rose 25%, and he attributed this smaller-than-usual gain to "slow test & acceptance of certain items."

Muntz TV is "well on its way" toward achieving previously predicted annual sales of $12 million & earnings of $1.1 million for its 1962 fiscal year ending Aug. 31, Pres. Wallace A. Keil said last week. Announcing a planned 50% expansion of company's Wheeling, Ill. plant, Keil said the additional production space would enable Muntz TV to reach its goal of 3% of national TV market within 3 years.

Textron Electronics reversed 1961's first-quarter loss of $276,000 with earnings of $372,000 in 1962's initial 3 months. Sales increased to about $6.9 million from $5.5 million in the year earlier period. Chmn. Rupert C. Thompson told annual meeting: "Indications are that operations will continue profitable in 1962."

Movielab Film Labs has been renamed Movielab Inc.

CBS's Bright Outlook: "Delighted" was word used by both CBS Chmn. William S. Paley and Pres. Frank Stanton, as they reviewed & previewed for stockholders at meeting in Los Angeles, the first held outside N.Y.

Said Paley: "I am delighted to be able to report that CBS has just completed the best first quarter in its 34-year history . . . For 1962 as a whole we look forward to a strong year. We hope to post increases both in sales & profits."

Stanton reviewed activities of CBS's 7 divisions. Among notations: Coverage of Glenn space shot cost CBS "just over a million dollars." CBS-TV is almost sold out for fall—"the earliest this has ever been accomplished." CBS will fight anti-trust suit on "incentive compensation plan" (Vol. 2:16 p2) which is embodied in contracts with only 31 of its 188 TV affiliates. "International Program Exchange" with 7 foreign countries starts shortly—with England, Canada, Australia, Mexico, Argentina, Italy, Japan. CBS Radio looks for sales equal to or better than last year's. CBS International had best year in 1961, and prospects of bettering it in 1962 are bright.

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GT&E Rings Up Record Sales: GT&E reported first-quarter profit gain of 13% to $18.2 million as sales rose 10% to record $318 million (see financial table). Chmn. Donald C. Power forecast record sales & earnings for total 1962.

Sylvania had a good quarter, too, Power noted, adding: "The main pressure on earnings last year came from certain aspects of the Sylvania subsidiary's operations. Consequently, I am very pleased to tell you that Sylvania's earnings in the first quarter were more than double the first quarter of 1961. We anticipate continued progress in Sylvania's sales & earnings during the remainder of the year."

First-quarter sales of GT&E's manufacturing subsidiaries, led by Sylvania, increased 10% to record $179.3 million. Earnings improved to $6 million from $5.2 million.

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Electronic Transmission Corp. filed registration statement (SEC File 2-20008) for 125,000 shares of common stock at $3 per share to be sold by V. S. Wickett & Co., N.Y. Statement also includes 15,100 outstanding common shares to be sold by the holder to Wickett for $151, and 5,000 shares to be issued in lieu of interest on $60,000 in loans to Electronic Transmission. Company constructs & installs closed-circuit TV systems. Proceeds of sale will be used for loans, promotion, advertising, and to invest in subsidiary Musi-Paks Inc. and Shamark Industries. Outstanding common stock totals 197,000 shares, of which Pres. Lawrence Kanover and Constance Schwartz own 16.2% each, and management officials as a group, 49.4%.

Indiana General expects "1962 sales & earnings to increase at least 15% from 1961 to new records," Pres. Robert F. Smith reported. First-quarter sales & profits set records (see financial table) and Smith based his optimism on "the expected rise in general business conditions and several new products in the magnetic materials & precision motor fields." In 1961, Indiana General earned $1,790,663 ($1.56 a share) on $22,034,915 sales.

Fairchild Camera & Instrument has acquired Di-Tran Corp., Los Angeles maker of electronic testing equipment.

NT&T stockholders have approved change in name to National General Corp. (Vol. 2:5 p12).

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WEEKLY
Television Digest

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The authoritative service for executives in all branches of the television arts & industries

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'SECOND GENERATION' CONELRAD SYSTEM IN WORKS as Defense Dept. decides present emergency broadcast setup no longer necessary (p. 4).

Consumer Electronics

1961 PRICE HISTORY—EVERYTHING DROPPED. Average TV price slipped $10 below year-earlier levels. Radios, phonos also showed decline (p. 7).

FORD'S PHILCO—AFTER 4 MONTHS. First evidence of Ford's impact on Philco consumer products will be seen in upcoming TV line, Pres. Charles E. Beck tells us (p. 8).

OLYMPIC TO IMPORT JAPANESE TV, becoming first U.S. manufacturer to do so. Up to 20,000 19-in. models from Nippon Columbia due this year, possibly more in 1963. Pres. Sobin calls move necessary for profit (p. 9).

WHAT'S ON TAP AT FCC? FCC has spent extraordinary amount of time on Capitol Hill—testifying on deintermixture, satellites, daytime radio hours, etc.—but has many matters of its own it hopes to get back to soon. Let's tick off some top topics in broadcast field:

(1) Program forms & logging rules. Coming up fast, likely to be finalized as indicated earlier—most of industry's objections satisfied.

(2) FM rules revision, due for May 10 special discussion (see p. 3).

(3) GE license renewals, in light of price-fixing anti-trust convictions. Presumably will get cleared as did Westinghouse—maybe a little more knuckle-rapping.

(4) Pay-TV test in Denver. Application not yet accepted. Theater owners will demand hearing, have at least fair chance of getting it. They'll also appeal to Supreme Court the Court of Appeals ruling supporting FCC's go-ahead for Hartford test.

(5) Option time. Uncertain. Staff expected again to recommend barring practice—but commissioners may not buy that. No action imminent.

(6) Big project in network regulation & proposed legislation—lots of work to be done yet.

(7) Staff Review Board. Coming up fast. New candidates mentioned, to add to previous list (Vol. 2:16 p3): Sol Schildhause, Sylvia Kessler, Evelyn Eppley, Philip Cross.

'DEFENDERS' BRINGS FEW DROP-OUTS, SOME DELAYS: CBS-TV *Defenders* case seems to be going as expected (Vol. 2:17 p1). Of the 180 CBS affiliates, only 11 said they wouldn't carry April 28 "Benefactor" episode dealing with abortion. Additional 15-20 planned to run it at time later than scheduled 8:30 p.m.; these include CBS o&o's in St. Louis & Chicago, which set it for 10:15. Canadian Bcstg. Corp. rejected it, too, substituting another *Defenders* episode.

Virtually all stations dropping program are in areas with heavy concentration of Roman Catholics, whose tenets reject abortion: WHDH-TV Boston, WBEN-TV Buffalo, WBAY-TV Green Bay, WKBT La Crosse, WISN-TV Milwaukee, WWL-TV New Orleans, WPRO-TV Providence, WHEC-TV Rochester, WHBF-TV Rock Island, WCNY-TV Watertown, WOW-TV Omaha. WNBF-TV Binghamton pulled out then came back in.

Of those delaying program, comment of WBTV Charlotte was typical. It called program "one of the finest TV presentations we have ever seen" but "suitable only for adult minds." It was set for 11:20 p.m.

CBS issued statement terming program "another step in TV's continuing march to maturity." However, it added, "we recognize and respect the right of each station to make its own determination as a broadcasting licensee of what it will broadcast in its own community." Program was offered to other stations in drop-out markets—but CBS reported no acceptances at week's end.

NAB Code Authority Dir. Robert Swezey, who previewed show and evaluated it for members, said very little comment had been received from stations.

COMMERCE DEPT. LUKEWARM ON ALL-CHANNEL BILL: Our reading of Commerce Dept. comments on all-channel-receiver legislation comes up with conclusion Acting Commerce Secy. C. D. Martin Jr. isn't very enthused about it—but doesn't intend to offend the boss, President Kennedy. Meanwhile, bill goes to House floor for debate May 1.

In letter to Senate Commerce Committee, Martin said he's much in favor of bill's objectives, then went on to list rather bearish factors: (1) Set sales might slow down because of price increase of $25 or so. (2) It would take 6-8 years to have substantial effect. (3) Bureau of Standards engineers say new techniques might double availability of existing vhf channels. (4) Vhf propagation is better than uhf.

FTC'S ELMAN—NO TV COMMERCIALS 'TRIVIAL': "Scant," apparently, is the kind of comfort TV industry may extract from FTC Comr. Philip Elman, who recently toasted advertisers' cockles in dissent lambasting colleagues for nit-picking. In Gimbel Bros. misleading newspaper advertising case, he had jabbed FTC majority for "swatting flies with a sledgehammer" (Vol. 2:10 p5).

First, Elman is frequently a maverick, departing from majority's views. Second, he doesn't think any TV advertising is trivial. In interview with us last week, matter of fact, he actually paid tribute to TV commercials' effectiveness while asserting that FTC must watch it carefully.

Asked if FTC is frittering energies on insignificant TV matters, he stated: "Definitely not. TV is a unique medium. When you're dealing with nationwide networks or stations in large markets, reaching millions of people, no advertising can be classed as trivia.

"The nature of the medium is such that if there is any deceptive advertising, the impact is usually greater than in other media. There are a number of reasons for this. With magazine advertising, for instance, you can skip over it without any difficulty; but TV audiences are semi-captive. They don't jump up and shut off the set when the commercials come on, and even if they leave the room, the sound can follow them.

"Another important thing to remember is that TV ads are short and concise—they hit the viewer quickly; he usually doesn't have a chance to think about them. With other media, say magazines, he can examine them carefully, read the fine print to determine if there are any qualifications in the claims. For this reason, there shouldn't be any inkling of deception in TV ads.

"There's more to be done in the field of TV advertising. I think the FTC should work more closely with the FCC. TV monitoring could be done jointly; at present they have people doing it and so do we. Also, broadcasters could help themselves by watching what the FTC is doing."

Actually, FCC doesn't monitor in sense FTC does. It monitors only for technical & legal violations, not for advertising deception.

CATV'S BIGGER-CITY TREND: CATV pioneer Jerrold Electronics Corp. is in middle of gradual build-up to status as major operator of systems, after having sold 9 systems for $5 million to H & B American Corp. 2 years ago (Vol. 16:33 p8).

Last week, it obtained city council franchise to build in Binghamton, N.Y., which will make it largest CATV city of all. City has 2 stations—WBNF-TV & WINR-TV—and CATV system will feed subscribers 8 channels. Maximum installation fee will be $50; maximum monthly charge, $3.75.

In Salinas-Monterey, Cal., where 7 applicants vie for franchise, Jerrold & KNTV San Jose have teamed up in joint venture; among their competitors for franchise is KSBW-TV. Plan is to carry the 2 local stations, 5 San Francisco.

In last year, Jerrold has built systems in Ottawa & Marseilles, Ill., will build soon in Streator, Ill.—all jointly with big theater-chain owner Alliance Amusement Co.

In addition to those, Jerrold is building 12 for others (cities undisclosed), each with capacity of at least 9 channels.

Trend is sometimes difficult for telecasters to handle. Some station operators are fighting 'em, some joining 'em. No question about it, viewers will pay for the great variety of signals CATV can provide—and telecasters would do well to face up to it, determine where their interests lie.

FCC WEIGHING NEW FM ALLOCATIONS PLAN: New FM allocation plan, re-establishing table of assignments with minimum mileage separations, is under consideration at FCC. It's understood Commission will discuss it at special meeting May 10.

New staff proposal is said to be compromise between substantial changes in existing rules proposed by Commission in July 1961 and a counter-proposal by Assn. of Federal Communications Consulting Engineers (AFCCE). It's designed to protect existing stations to their 1 mv/m contours and anticipate future community needs. However, compromise would allow relaxation of general restrictions to permit:

(1) First FM to a community. (2) Station which would give first urban service of 1 mv/m or better or first rural service of 100 uv/m or better. (3) Replacement of daytime or marginal unlimited AM station in a community without better AM facilities. (4) Easing of interference through channel changes. (5) Improved urban service through across-the-board power increases.

Also under consideration is plan whereby FM channels would be made available for all existing AMs.

FCC NEEDS MONEY, MEN, MANAGEMENT: FCC now has 600 pages of analysis of its innards by management consultants Booz, Allen & Hamilton, commissioned by Budget Bureau for some $63,000.

Report is chock full of ideas, most of which you can expect Commission to pooh-pooh. FCC has already discussed preliminary findings (Vol. 2:8 p3), emphatically agreed that it doesn't want an all-powerful "executive director," attached to chairman, between it and staff. It might go for straw boss to keep things hopping—but not to influence policy.

Report insists law gives chairman large responsibilities, that Commission doesn't let him exercise them—but should. Both commissioners & Congress made it clear, in debates on Reorganization Act passed last year, that they don't want chairman to have too much power, so they're likely to take it easy in that area.

Report goes through Commission, office by office, finds good & bad—and staff members react to report accordingly.

FCC needs much more money & men for its "staggering" responsibilities. That's basic conclusion of report. But it also finds areas of inadequate organization & management. Actually, consultants say, "FCC is a viable agency doing reasonably well under many handicaps." Following are Commission's basic weaknesses, according to report:

Management of work load is "informal, loose, and too dependent upon voluntary consent arrangements." "Internal management at operating levels frequently is insufficiently tight." Commission frequently doesn't give "definite body of policy or explicit instructions for staff guidance." Commissioners spend too

much time on operational detail, not enough on policy. Staff productivity is "marginal, and morale would benefit from the adoption of more explicit performance standards & improved supervision." "Many FCC personnel, particularly at key leadership levels, need to be upgraded in terms of stature, competence, and capacity." "Commission tends to respond to, rather than anticipate, emerging issues."

Consultants' recommendations include: Make chairman "chief executive officer" in fact as well as in name. Give him an executive director. "Bureau & office internal organization should be rationalized by a number of consolidations, transfers, and other adjustments . . ." Create a staff Review Board and give it all the less significant cases. Give staff in general wide latitude in handling cases for which policy has been set. Get a real recruiting & training program. Improve enforcement activities. Strengthen the 3 operating bureaus to "undertake economic and social analysis and to pursue lines of inquiry and develop recommendations on major matters of policy." Make more use of electronic data processing systems. Improve budget-determining processes.

Staff reactions ranged from "it's a crock" to "a lot of crud." Govt. employes appear to differ little from private employes confronted with management consultants' reports.

'SECOND GENERATION' CONELRAD SYSTEM IN WORKS: Ten-year-old CONELRAD emergency broadcasting setup got heave-ho by Defense Dept. last week, will continue in effect while modernized system is developed. Dept. informed FCC system restricting broadcasting to 640 & 1240 kc during defense emergency no longer is necessary, will be changed to "insure more effective presidential and civil defense communication with the public in the event of a national emergency."

FCC Defense Comr. Bartley, in address to Ore. Assn. of Bcstrs., predicted new system would include: (1) Some stations in multiple-station markets will still be shut down or placed in stand-by status to reduce interference. (2) Stations will receive fall-out protection surveys and emergency power equipment from Defense Dept. (3) State defense network FM stations will have top priority in getting this assistance. (4) Acceleration of development of "Restore Projects" ("survivable communications") and expansion of FM defense network to a national network.

CURRENT CAPSULES

Senate Commerce Committee ended hearings on communications satellite bill (S-2814) last week with testimony from USIA Dir. Edward R. Murrow, Sen. Kefauver (D-Tenn.), Deputy Atty. Gen. Nicholas deB. Katzenbach. Murrow expressed misgivings about user costs of system, said his agency couldn't afford it unless it receives special "affordable" rates. If USIA had TV circuits to 7 foreign countries, used average of 1½ hours daily, cost would be $900 million a year, Murrow claimed. And he compared that with USIA's annual budget of $115 million.

Sen. Kefauver, who has been holding his own hearings on monopoly aspects of system, told committee he preferred govt.-owned corporation similar to TVA. He also suggested delaying legislation for 18 months, but got short shrift from committee Chmn. Pastore (D-R.I.). Katzenbach expressed general satisfaction with bill but he urged Congress to give FCC more flexibility in determining who should construct and own ground stations.

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Every major school in U.S. probably will have own ETV system in 10 years, according to U. of Chicago graduate library school dean Lester Asheim. This is one of views & predictions in new Stanford Institute for Communication Research 375-page "Educational Television, The Next Ten Years." Summarizing views of 19 ETV experts, Asheim ventures that by 1971, as much as 50% of college degree programs will be available for credit on TV. Other points brought out in the study: (1) According to Institute analyses directed by Wilbur Schramm, 21% of students learned more from TV instruction than from conventional teaching, 65% showed no significant difference; 14% learned less. (2) Doubling of stations from 60 to 120 in 10 years will take at least $30 million, plus $15 million for operating expenses; closed-circuit systems may cost $50 million, with annual operating cost of $150 million.

Personals

Hubbell Robinson, CBS-TV senior vp and National Academy of TV Arts & Sciences trustee, appointed to U.S. National Commission for UNESCO . . . **Paul Good** promoted to ABC News Caribbean correspondent, Mexico City . . . **Gilbert S. Cohen** promoted to ABC Films International sales asst. dir., a new post. . . . **Thomas Petree** promoted to NBC-TV central div. sales service mgr.

Sol Schreiber, MGM-TV operations dir., elected Tel-Fil Group chmn.; **Sid Smith,** UA, named vice-chmn. . . . **Francis P. Barron** promoted to vp, **Gail Yingling** to treas., Storer TV Sales Inc. . . . **Robert Huber** promoted to WJW-TV Cleveland program dir.

Marion Harper Jr., Interpublic Inc. chmn. & pres., re-elected AAAA chmn.; **Arthur E. Tatham,** Tatham-Laird Inc. chmn., named vice-chmn.; **John H. Hoefer,** Hoefer, Dieterich & Brown Inc. pres., elected secy.-treas.

Richard Solomon, chief of Justice Dept. anti-trust div. appellate section, former FCC asst. gen. counsel, appointed FPC gen. counsel as of April 30.

Richard Brandt elected Trans-Lux Corp. pres.; **Percival Furber** remains chmn. & chief exec. officer; **Aquila Giles** named exec. vp.

Richard Caffey, ex-Paramount, named gen. production mgr. of AB-PT's Selmur Productions. . . . **Larry Lowenstein,** General Artists Corp. advertising & PR vp, named TV div. acct. exec. . . . **Lloyd M. Jones,** KMUZ(FM) Santa Barbara, also becomes chief engineer, KEYT there.

Donald V. Taverner, U. of Maine development dir. and Eastern Educational Network trustee, named educational WQED (Ch. 13) Pittsburgh gen. mgr., succeeding acting gen. mgr. **Thomas Petry,** who begins graduate work at Columbia U. under CBS news & public affairs fellowship in fall.

James Dunn promoted to ARB asst. gen. mgr.; **J. Ralph Crutchfield** advances to station sales mgr.; **James Rupp,** station services marketing dir., also becomes market reports asst. product mgr.; **John Thayer,** market report technical dir., assumes additional post as standard services technical dir.

James P. Storer promoted to WJW-TV Cleveland gen. mgr., succeeding **James E. Bailey,** retiring. . . . **Jack Dorr,** ex-WBNS-TV Columbus promotion dir., named WRCV-TV & WRCV Philadelphia advertising & promotion mgr., succeeding **John P. Wiley,** recently promoted to WRCV-TV sales mgr.

Gary Eckard, ex-Charles Harriman Smith Associates partner, named Bolling sales development, research & promotion dir. . . . **Carl Russell,** ex-Ziv & I.T.C., named Tele-Synd central div. mgr.

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Wilmer, Cutler & Pickering is big new Washington law firm formed by attorneys drawn from 3 firms: Wilmer & Broun; Cox, Langford, Stoddard & Cutler; Haley, Wollenberg & Bader. First suppled 10; 2nd, 8; 3rd, one. The lawyers: Richard H. Wilmer, John H. Pickering, J. Roger Wollenberg, Marshall Hornblower, Reuben Clark, William R. Perlik, Lloyd N. Cutler, Hugh R. H. Smith, Charles C. Glover III, Henry T. Rathbun, Samuel J. Lanahan, Samuel A. Stern, Arnold M. Lerman, Robert P. Stranahan Jr., Thomas G. Watkinson, Max O. Truitt Jr., Arthur Z. Gardiner Jr., Allen H. Harrison Jr., Ezekiel G. Stoddard. Office: Transportation Bldg. (Republic 7-7474).

Video-tape producers backed out of American TV Commercials Festival, scheduled to open May 4 at N.Y.'s Waldorf-Astoria. Withdrawal from event was announced last week when it was learned that Festival group planned to exhibit film commercials on motion-picture screens, tape commercials on TV monitors, and show only film commercials at highlight luncheon, screening tape commercials before & after luncheon. At press conference last week, tape producers explained that since TV commercials are prepared for viewing on TV screens, all commercials should be shown on monitors. Festival director Wallace Ross replied that decision to use theater screens was made "by a counsel of top advertising people . . . so that a thousand people in the ballroom can see." Tape commercial producers withdrawing were CBS-TV Special Projects, KTTV & KTLA Los Angeles, MGM Telestudios, Tele-Tape Productions, Videotape Center, Video Tape Unlimited, WFAA-TV Dallas, and VHF Inc.

U.S. TV exports lack quality, giving nation false image abroad, according to Philip H. Coombs, Asst. Secy of State for Educational & Cultural Affairs. He told National Assn. of Foreign Student Advisors meeting in Washington that he has encouraged U.S. broadcasters to export "more documentaries, music, dance and cultural stuff." He also proposed foreign language dubbing for better programs sent abroad. Noting increase of foreign students in U.S., he urged more imports of high-quality foreign TV productions.

Polish TV & press got tongue-lashing from Communist boss Wladyslaw Gomulka, who said they are deferring to Western ways. At recent Communist Party conference in Warsaw, he criticized 2 recent Polish TV shows. One was documentary on U.S. land reclamation, other a news background discussion of international affairs with top Polish journalists paraphrasing views of Communist and free world leaders. Gomulka apparently saw program, thought President Kennedy's viewpoint got best of debate.

First N.J. uhf station is virtually assured, now that federal funds are available, according to Orville J. Sather, pres. of N.J. ETV Corp. Group is also making plans for 5-station state network, engineering done by committee comprising: Sather; G. Edward Hamilton, engineering dir. of ETV for Metropolitan Area; John Wentworth, RCA; Paul Godley & Rodney Chipp, consulting engineers; James Valentine, ITT engineering dir.

Radio "overpopulation" conference between FCC and industry, agreed upon at NAB convention (Vol. 2:15 p1), is expected this fall. There's been no formal understanding about date, but high-level assumption at Commission places session in fall. On May 1, NAB Pres. Collins discusses radio in speech before Washington Ad Club.

FCC Chmn. Minow's upcoming appearances: April 29, Boston, on *Prospects of Mankind,* with Mrs. Eleanor Roosevelt; May 4, Milwaukee, speech before Jewish Community Council, followed by citation from Board of Milwaukee Radio & TV Council; May 16, Miami Beach, on panel at Mayors' Conference.

New Lebanon station "Telibor," Beirut—established by ABC International TV, subsidiary of AB-PT—starts April 30. Danny Thomas, whose forebears were Lebanese, will be guest of honor. Gina Lollobrigida and Anita Ekberg round out cast of participating stars.

New TvB members: TvAR, KTVU San Francisco, KRLD-TV Dallas-Ft. Worth, KRIS-TV Corpus Christi, KCSJ-TV Pueblo, WLBW-TV Miami.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Amphenol-Borg-Electronics	1962—qtr. to Mar. 31	$20,021,427	—	$ 412,384	$0.30	1,388,677
	1961—qtr. to Mar. 31	15,227,558	—	59,270	.04	1,371,472
Beckmon Instruments	1962—9 mo. to Mar. 31	52,394,399	$5,853,830	3,223,830	2.11	1,529,237
	1961—9 mo. to Mar. 31	50,610,254	5,587,249	2,773,249	1.93	1,437,818
	1962—qtr. to Mar. 31	17,843,930	1,980,917	1,130,917	.74	1,529,237
	1961—qtr. to Mar. 31	17,702,749	1,986,791	1,040,791	.72	1,437,818
Capitol Cities Bcstg.	1962—qtr. to Mar. 31	—	521,302	241,962	.21	1,149,798
	1961—qtr. to Mar. 31	—	442,255	206,107	.18	1,149,798
Dynomics Corp. of America	1962—qtr. to Mar. 31	18,254,593	1,752,656	853,626	.25	2,995,365
	1961—qtr. to Mar. 31	12,285,942	976,553	528,792	.15	2,787,027
Fleetwood Corp. (Conoda)	1961—year to Dec. 31	14,243,236[1]	—	855,093[1]	—	—
	1960—year to Dec. 31	11,381,423	—	658,978	—	—
Friendly Frost	1962—year to Jan. 31	29,273,895	404,934	300,934	.32	937,620
	1961—year to Jan. 31	25,693,162	903,899	574,899	.66	866,569
Generol Bronze	1962—qtr. to Mar. 31	3,518,297	9,457	9,457	.02	391,820
	1961—qtr. to Mar. 31	4,836,471	(442,877)	(212,877)[2]	—	391,820
GPE	1962—qtr. to Mar. 31	48,300,000	—	866.000	.46[3]	1,643,101
Story on p. 11	1961—qtr. to Mar. 31	62,896,867	—	1,333,239[4]	.80[3]	1,496,795
Globe-Union	1962—qtr. to Mar. 31	16,488,298	1,338,000	623,362	.72	867,462
	1961—qtr. to Mar. 31	12,864,000	764,000	356,870	.42	851,714
Internotionol Rectifier	1962—9 mo. to Mar. 31	12,850,172	—	859,546	.36	2,412,028
	1961—9 mo. to Mar. 31	10,763,278	—	928,201	.38	2,405,708
	1962—qtr. to Mar. 31	5,101,371[1]	—	358,133[1]	.15	2,412,028
	1961—qtr. to Mar. 31	3,821,446	—	325,997	.14	2,405,708
Ling-Temco-Vought	1962—qtr. to Mar. 31	82,346,650	—	2,222,928	.80	—
	1961[5]	—	—	—	—	—
MCA	1962—qtr. to Mar. 31	—	7,338,346	4,203,841[1]	1.04[6]	4,040,735
	1961—qtr. to Mar. 31	—	4,173,253	2,019,553	.50	3,995,735
Ook Mfg.	1962—qtr. to Mar. 31	7,415,802[1]	569,463	276,013	.42	655,794
	1961—qtr. to Mar. 31	5,182,930	109,412	66,912	.10	655,794
Howard W. Soms	1962—9 mo. to Mar. 31	9,148,366	—	647,442	1.21	500,550
	1961—9 mo. to Mar. 31	7,487,519	—	462,749	1.08	500,550
Sonotone	1962—qtr. to Mar. 31	5,088,321	—	38,676	.03[3]	1,169,137
	1961—qtr. to Mar. 31	4,723,472	—	(89,741)	—	1,158,745
Standard Kollsman	1962—qtr. to Mar. 31	23,436,676	—	850,381	.37	2,179,686
	1961—qtr. to Mar. 31	24,670,723	—	770.149	.35	2,080,556
Stewort-Worner	1962—qtr. to Mar. 31	29,427,178	3,581,657	1,743,657	.52	3,332,803
	1961—qtr. to Mar. 31	26,345,096	2,819,422	1,346,422	.41	3,318,721
Technicolor	1962—qtr. to Mar. 31	14,796,100	—	567,326	.22	2,623,218
	1961—qtr. to Mar. 31	11,807,564	—	451.479	.18	2,543,179
Thompson Romo Wooldridge	1962—qtr. to Mar. 31	111,670,230[1]	5,914,766	2,878,166	.83[3]	3,384,679
	1961—qtr. to Mar. 31	96,735,704	3,008,937	1,490,037	.45[3]	3,186,457
United Artists	1961—year to Dec. 31	112,717,000	—	4,042,000	2.34	1,729,373
	1960—year to Dec. 31	108,531,000	—	3,498.000[7]	2.02	1,664,218
Varion Associotes	1962—26 wks. to Mar. 31	34,348,760	—	1,737,885	.45	3,844,833
	1961—26 wks. to Mar. 31	27,322,793	—	1,716,501	.50	3,461,744
	1962—13 wks. to Mar. 31	18,116,294	—	912,538	.24	3,844,833
	1961—13 wks. to Mar. 31	14,574,861	—	851.493	.25	3,461,744
Westinghouse	1962—qtr. to Mar. 31	460,466,000	21,178,000	11,778,000	.32[3]	35,618,153
Story on p. 12	1961—qtr. to Mar. 31	436,103,000	14,967,000	9,067,000	.25[3]	34,837,472
Zenith	1962—qtr. to Mar. 31	81,520,763[1]	—	4,728,791[1]	.52	9,033,177
Story on p. 11	1961—qtr. to Mar. 31	63,965,865	—	3,446,030	.39[8]	8,864,352[8]

Notes: [1] Record. [2] After $230,000 tax credit. [3] After preferred dividends. [4] Before $545,258 net from sale of property. [5] Not available. [6] Includes non-recurring income equal to 46¢ a share. [7] Before special credit of $797,000. [8] Adjusted to reflect 3-for-1 stock split Nov. 1961.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

1961 PRICE HISTORY—EVERYTHING DROPPED: Recap of last year's industry statistical breakdown shows that 1961 was year when all prices dropped—in TV, radio & phonos.

Average factory price of a TV set last year was $135.23, according to our calculations (total factory sales of 6,155,222 units at $832,345,000). This is a drop of $10 below 1960 average, and ends 4-year progression of rising average factory prices. Here are average TV factory price trends since 1947 (rounded to nearest dollar):

1947	$280	1951	$177	1955	$138	1959	$141
1948	$235	1952	$172	1956	$127	1960	$145
1949	$193	1953	$170	1957	$130	1961	$135
1950	$180	1954	$140	1958	$136		

Industry's efforts to upgrade TV market through introduction of 19- & 23-in., therefore, must be written off as failure—for time being at least. Certainly, expansion of portable market has been at expense of part of market formerly represented by 21-in., and some in industry argue 19-in. tube is "too big" and has therefore cut sharply into 23-in. market. Table-portable category increased sharply last year, at expense of consoles. Distributor-to-dealer sales of TV sets were broken down this way in 1961: Total sales, 5,773,931; table-portables, 3,401,716; console, 2,146,035; combination, 226,180.

Taken in terms of percentages, table models & portables accounted for 58.9% of distributor unit sales last year, consoles 37.2%, combinations an all-time high of 3.9%. This means portables & table models constituted highest percentage of total industry sales since 1956 & 1957. Here's breakdown of historical sales by type of set since 1953 (1953-60 sales are retail; 1961 are distributor; rounded to nearest percentage point):

Year	Table-Portable	Console	TV-Phono Comb.
1953	46%	51%	3%
1954	55%	43%	2%
1955	57%	41%	2%
1956	64%	35%	1%
1957	60%	38%	2%
1958	56%	41%	3%
1959	58%	39%	3%
1960	54%	42%	4%
1961	59%	37%	4%

Transistor radio competition took domestic prices down to lowest average level in history last year —$18.05 at factory (11,588,859 units at $209,132,000). Last year marked 3rd consecutive year of declining radio prices. Before that, prices wandered up & down with no apparent pattern. Here's average factory unit price trail blazed by radios (excluding auto) in last 10 years:

1952	$22.92	1954	$22.06	1956	$21.37	1958	$26.90	1960	$20.13
1953	$22.73	1955	$20.23	1957	$24.25	1959	$21.21	1961	$18.05

Average phono factory price dropped little more than $3 from 1960 to 1961, despite fact that greater percentage came from factory equipped with radio. Here is phono factory sales pattern for last 3 years:

Year	Unit Sales	Dollar Volume	Average Price
1959	4,303,617	$372,747,000	$86.60
1960	4,523,385	394,515,000	87.22
1961	3,988,680	334,586,000	83.88

Both TV & radio appear to be headed for even lower average prices this year as result of price-cutting in popular-model category and vastly increased emphasis on portable TV. Price changes & innovations at new-model time could modify this situation, however. While low-end phono category seems to be getting biggest play this year in many lines, inclusion of factory-installed FM stereo tuners could lift average price somewhat.

FORD'S PHILCO — AFTER 4 MONTHS: First evidence of Ford's impact on Philco consumer products will be contained in forthcoming new TV line, slated for introduction to distributors in early June. So we were told by Pres. Charles E. Beck during recent visit to see what changes were evident at Philadelphia firm in the 4 months since Ford's takeover (Vol. 1:14 p10).

Although no details are available on TV innovations, the forthright, purposeful Beck makes it obviously clear that (1) he's already at home in home electronics field, (2) new atmosphere of decision, action and follow-through is energizing Philco, (3) Ford's rules to succeed by are being transplanted quickly at Philco. Here's sampling of his thinking:

Product planning: "If you follow competition you are always late. You may guess wrong if you want to be a leader, but if you make decisions the odds are that you'll make more right decisions than wrong ones. If the market calls for a $125 TV set, you don't strip a $150 set and call it a $125 model. You've got to design a $125 quality set. This business requires nimble decisions. In the automotive field we have longer lead time and a different distribution setup—but the principles of sound management are the same. Some fruits of our labor will be seen in the spring line."

Consumer products: Beck made it clear that Ford is aiming to make Philco's consumer products business go. He termed it a "hard core business," said "we want to build it into a year-in, year-out business." He observed that consumer products "are not characterized by high profits" but emphasized that "the competition makes money out of it and there's no reason why we can't."

Beck has broad view of role of consumer products in Philco's over-all operation. "Consumer products represent a worldwide business," he told us, "and we intend to run it that way. Growth here in the U. S. is moderate. But on a worldwide basis, with a flow of goods both ways, consumer products become very profitable." He made very clear his one-world market concept: "We will buy, make and merchandise products anywhere in the world to meet market demand. That's the new concept we have introduced at Philco. We are not here to see how little we can do or how little we can get away with. If you want to stagnate a business, just leave things as they are."

"People" play major role in Ford-Beck thinking. "My job is 95% people," he said, explaining Ford-tested concepts which are being applied at Philco. "We are instituting autonomous divisions with strong central staff," he explained. "This is something it took us 15 years to develop at Ford. You don't have to be in a business for 20 years to learn it. You have to learn to delegate authority and responsibility. You have to have people who know what they're doing, who know how to run the business, but who are also interchangeable. We've filled Philco with men who are interchangeable—but we didn't drain Ford to do it. It is Ford training that enables us to move key men into key spots, wherever they develop. As a matter of fact, we plan to transfer people from Philco to Ford. Any man with leadership qualities qualifies for any executive post in all Ford divisions."

Distributor-Dealer Council, offshoot of another successful Ford technique, is in the making (Vol. 2:6 p7) and "we'd have one today except that our general manager has been on the job only a few weeks," Beck said. "We want to be understood in the marketplace," he continued, "and the Distributor-Dealer Council will serve as a means of understanding mutual problems of company, distributor and dealer—all as a team. I want to know what their problems are. I plan to sit in on these meetings. We're going to run the company, but we want to know their problems to guide our thinking. This is a team effort, and we have no less interest in a dealer even if he carries 5 or 6 other lines."

From start, Ford visualized Philco as 5 separate businesses, Beck told us. "This was a preconceived notion, and one we worked on in Dearborn long before we took over." The 5 businesses: (1) Consumer Products, including TV, white goods, international operation. (2) Communications, both commercial & government. (3) Space, through Philco's Western Development Labs. (4) Computer Division, which also ties into communications. (5) Components, through Philco's Lansdale Division.

Summing up, Beck told us reorganization has whittled division management teams to point where decision-making now is matter of consultation with only a few key people. "It's not difficult to make the right decision with the right facts," he said, "and now I'm getting facts. I'm used to that from my Ford background. We have people getting us the facts here, and there are very visible signs of progress."

OLYMPIC TO IMPORT JAPANESE TV: First American TV manufacturer to import Japan-made sets will be Olympic—which, after year of soul-searching & negotiation, announced deal with Nippon Columbia to bring in up to 20,000 19-in. sets this year, possibly more next year.

"We don't want to do it, but we're being forced into it," we were told by Pres. Morris Sobin of the profit-minded TV-radio-phono div. of Siegler Corp. In Olympic's announcement, Sobin said: "Current factory prices on portable TV sets have reached a point where adequate profit margins are not possible. This condition prompted our decision to seek products that can be sold competitively at a profit."

Deal with Nippon Columbia provides for Olympic to be its exclusive TV customer in U.S., and for sale in Japan of Olympic-designed sets by Nippon Columbia on royalty basis. Olympic will supply design, engineering, manufacturing & procurement assistance. Sobin said addition of Japanese-made portables to line should add about 10% to Olympic's over-all TV volume next year.

Move is taken as sign of Olympic's determination to be as competitive in portables as it has been in combinations & consoles. More than 60% of Olympic's business is now in latter 2 categories—and company never has been big in portable field. Olympic is traditionally a "dealer's line" without widespread consumer advertising but with attractive prices & mark-ups on relatively moderately priced big-cabinet merchandise.

In non-TV goods, Olympic has always specialized in console phonos—but this year it started pushing hard on radio line, part of it Japanese-made, with surprising results. "The upswing in our radio business pulled our stereo phonos to a higher level," said Sobin. He attributes increase in Olympic's phono business to access of the brand to new dealerships opened by radio line. Olympic will continue to expand radio business next year with broader line, including 2-piece FM-stereo table model.

Olympic's color sales are expanding, too, Sobin told us—"at the rate of about 50% a year." Company now buys chassis from RCA, but plans to produce its own sets beginning next year, when new RCA 90-degree tube becomes available (Vol. 2:16 p7).

Olympic's deal with Nippon Columbia for 19-in. portables appears to put it into direct competition with Delmonico (Thompson-Starrett Co.), headed by 2 former Olympians, Albert Friedman & Herbert Kabat. Delmonico is only company now importing large-screen TVs from Japan in quantity, has brought in more than 10,000 sets so far this year.

Only other major TV importer at present is Sony Corp. of America, subsidiary of Japanese Sony, which has brought about 6,000 battery-operated transistorized 8-in. sets to this country so far this year. Although Toshiba, Matsushita & Star-Lite have announced small-screen sets for import to U.S. this year, there is still no evidence of any mass shipments.

Except for Delmonico—and now Olympic—almost all announcements about TV imports have been concerned with specialty items, tiny-screen units not handled by U.S. manufacturers. Newest category of miniature TV is just beginning to show up in Japan and undoubtedly will eventually be seen on U.S. market. It's "micro TV," now down to size of first portable radios. Mitsubishi announced it will start marketing 6-lb. set with 6-in. screen (measuring 6x6x6-in.) in Japan this year. Sony will have 5-in. micro set (around $165 in Japan), and undoubtedly others will announce similar models—whether they're ever produced or not. They're transistorized and designed for playing in home or auto (rear seat, please).

Though Olympic is first U.S. TV maker to announce import of complete TV sets, many other manufacturers are increasing their use of foreign parts in U.S.-assembled sets. Undoubtedly, "all-American" TV set will soon be thing of the past.

TOPICS & TRENDS

Some 75% of music stores carry TVs, radios or phonos, according to study by National Assn. of Music Merchants. Highlights of survey: "Typical" gross margin on TVs (in stores doing more than $100,000 total annual business) is 28.7%; on radios & phonos it is 32.8%. Both are less profitable than pianos (40%), organs (36%), musical instruments (45.4%) & phono records (33.3%). Radios & phonos account for 12% of music store's annual dollar volume, TV 6.6%, compared with records (11.5%), pianos (22.8%), organs (18.3%), instruments (17.4%).

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Some TV stands and "bases" are subject to 10% federal manufacturers' excise tax, Internal Revenue Service ruled last week. Here's gist of ruling: If it's merely a "table" to support table-model or portable set, it's not taxable. But if it "encloses" set on sides & top, it's technically a cabinet and therefore taxable as "TV component."

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Big pitch for FM-stereo table radios will start this spring, when nearly every set maker will have model (or mock-up) to show distributors & dealers. Two approaches are being used—2 separate pieces joined by cable, and single-piece model in which one or more speakers can be extended for greater separation. Latest to join single-piece approach is Arvin, whose $169.95 unit is due for shipment this week. Olympic is planning 2-piece unit, which presumably will sell for less than $100 (see p.9).

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Advance in microcircuit technology, announced at week's end by Sylvania Pres. Gene K. Beare, could have eventual implications on consumer electronic devices—in costs, miniaturization & reliability. Sylvania announced it has achieved new method of forming silicon semiconductors directly from vapor on ceramic wafers, without need for crystal growing, cutting, polishing, etc. Developmental process makes possible application of entire "thin film" circuits at one time. For example, transistors, diodes, resistances, capacitances & inductances can all be formed at once in microscopically thin deposit. Beare predicted that vapor-formed diodes & transistors "will be major factors in the integrated microcircuit field within 3-5 years."

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Electronics offers inviting future for prospective small businesses, despite increasing competition, Small Business Administration reports. New publication, "A Study of Small Business in the Electronics Industry," prepared for SBA by Stanford Research Institute, points out that greater investor interest, stable production and marketing methods, and other features especially favorable to a small business will continue to characterize industry. Most firms, however, rarely compete in consumer products field, SRI report notes, but specialize in selected areas, mostly for military market, including communications, test instruments, optics, nuclear products, radar. Copies may be obtained for $1.25 from Supt. of Documents, Washington 25.

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Montgomery Ward will sell color sets under its own Airline Brand name next fall. RCA-built chassis will be incorporated in sets to be sold in 175 Ward retail stores, mostly in major market areas. Companies major retail stores have been selling RCA color sets for 3 years.

CBS's earnings in 1962's 2nd quarter should rise 20% from 39¢ a share earned in year-earlier period, treas. Samuel R. Dean reported. He said that first-quarter sales probably topped $126-million volume of Jan.-Mar. 1961, forecast that 2nd-quarter sales would be "somewhat" ahead of $115 million posted in 1961's 2nd quarter. For total 1962, Dean said earnings of $2.75 a share (vs. $2.55 in 1961) on 8.9-million shares outstanding is "reasonable" estimate, added that sales "could be as good" as $473.8 million posted last year, even though latter figure included volume of now-defunct Electronics Div. Dean attributed anticipated profit gains to increased TV advertising, elimination of losses of Electronics Div., cost reductions.

Admiral has sold to Zenith its 45,000-sq.-ft. Knox Avenue, Chicago building. Plant's production facilities for record changers and metal cabinets for portable TVs have been transferred to Admiral's Courtland Ave. plant, marking "final step" in consolidating production under one roof. Zenith's subsidiary Rauland recently announced entry into color tube production, noted expansion plans which included purchase of a 45,000-sq.-ft. Chicago building for storage & warehousing (Vol. 2:17 p9).

New plants & expansions: Clevite's Electronic Components Div. will complete $1-million expansion of its Bedford, O. plant by end of August. Enlargement will more than double existing production operations.

Trade Personals

Don G. Mitchell, GT&E vice chmn., resigned April 18 but continues as a consultant and a dir. He was Sylvania's chmn. & chief exec. officer at time of merger with GT&E in 1958, continued as Sylvania's pres. until his appointment to the GT&E post in April 1961.

Marshall M. Bartlett, former mktg. mgr. of GE's audio products dept., appointed to same post in TV receiver dept., succeeding S. M. Sassler, now with clock & timers dept. (Vol. 2:17 p11).

William R. Wilson, Philco treas. & finance vp, resigns to become vp of Provident Tradesmen Bank & Trust, Philadelphia, May 1.

John R. O'Brien elected Hoffman Electronics vp, named head of govt. relations.

John W. Lienhard named pres. of ITT Export Corp., ITT's newly-formed export subsidiary which begins operations May 1 at 67 Broad St., N.Y. to promote & expand export sales of products manufactured by ITT's U.S. divisions and ancillary products produced by more than 1,000 non-ITT manufacturers with whom export distribution agreements exist.

Dr. Arthur J. Bruno appointed Audio Devices research & engineering mgr., headquartering at Glenbrook, Conn.

Nicholas Dykstra, Mack Truck pres., elected a dir. of Oak Mfg.

R. A. Cohen, former Telectro asst. sales mgr., joins N.Y. office of Clairtone Sound.

Dr. Frederick Seitz, U. of Ill. physics dept. head, elected National Academy of Sciences pres. . . . **Walter R. Brehm,** Page Communications Engineers Dir. of Administration, named a vp in Washington.

G. Wallace (Wally) Crawford, veteran RCA Electron Tube exec., leaves May 4 for Italy to become tube project mgr. for ATES, electronics firm owned by Italian govt. RCA is furnishing management for ATES . . . **George G. Main** elected chmn. of Westinghouse Credit Corp., succeeding Westinghouse chmn. **Gwilym A. Price; Chester F. Gilbert** succeeds Main as pres. of credit subsidiary.

Leon Robbin elected P. R. Mallory senior vp, **Mogens E. Christiansen,** vp; **George Fortheringham** named pres.-treas., P. R. Mallory Foundation. . . . **Frank Pace Jr.** officially stepped out as General Dynamics chmn. and chief exec. officer April 27 (Vol. 2:5 p10), but will continue as a dir. for "limited time."

Fred D. Herbert Jr. named pres. of GPE's newly-formed Aerospace Group, succeeded as pres. of Kearfott Div. by **H. R. Shuart.** Also named to Aerospace Group's management team: **R. N. Brown,** exec. vp; Shuart; **J. R. Hiemann,** Aerospace Systems Div. pres.; **T. D. Bannon,** vp-treas.; **S. P. Herbert,** vp-personnel & general services; **M. B. Bassett,** vp-systems management; **D. C. Webster,** engineering vp; **W. S. Smith,** mktg. vp; **Dr. E. T. Feraro,** logistics vp.

Richard C. Sorensen named pres. of Lab for Electronics' Tracerlab Div. and Keleket X-Ray Corp. . . . **William E. Frady,** ex-Ford Aeronautronic Div., named Packard Bell Computer vp & data and industrial systems dir. . . . **E. Douglas Kenna** appointed vp-gen. mgr. of Avco's Research & Advanced Development Div.

Henry J. Lenox appointed mktg. vp, Nytronics Inc., Berkeley Heights, N.J. components manufacturer. . . . **Herman Kornbrodt** named Audio Devices sales vp.

Zenith Nets Record Quarter: Zenith opened 1962 with record quarter as sales & earnings increased markedly from 1961's initial quarter (see financial table). Sales climbed to $81.5 million from $64 million in Jan.-March 1961 and record $68.1 million in 1960's first quarter. Profits rose to $4.7 million from $3.4 million a year earlier and record $3.9 million in 1960's first quarter.

Chmn. Hugh Robertson said also that Zenith in first quarter obtained largest share of industry TV sales it ever has held, that production & factory shipments of b&w TV sets during period were highest for any quarter in Zenith history. Officials said that distributor & factory inventories are "slightly higher" than a year ago, but are in line with increased sales and are being held "under close control."

GPE sales & earnings dropped from year-earlier levels (see financial table) but Chmn. James W. Murray forecast pickup in 2nd quarter and a good total year. Earnings slumped to $866,000 from $1.3 million, sales tumbled to $48.3 million from about $62.9 million. "Second quarter results will show improvement over the first quarter's," Murray told stockholders at annual meeting, "and the performance for the year should compare very favorably with 1961's," when GPE earned $5.9 million on $234.7-million sales. He forecast 1962 sales "in the neighborhood of $240 million to $250 million," said "we expect operating profit—aside from any special gains—to be more than those in 1961." He attributed slow opening quarter to lag between order, production & delivery of equipment. More than 75% of GPE's volume is in military electronic systems.

GE "is on the march again" after "our highly publicized difficulties" in connection with price-fixing conspiracy early last year, Pres. Gerald L. Phillippe told annual meeting last week. He said GE prospects for "sustained future growth are being strengthened on a broad front," announced a new "accent on value" program to meet domestic & foreign competition. Phillippe explained: "Competition from low cost producers overseas is making greater inroads in the U.S. & world markets. In this highly competitive situation, the key to business success is to offer customers the finest values—all things considered—that they can obtain anywhere." He said that this approach could be America's answer to foreign competition, that it "certainly is going to be GE's main line of advance in the period ahead."

International Resistance sales & earnings rose about 15% in the 15 weeks to April 15, and vp-treas. Edward A. Stevens said "business is coming in fast and we're running ahead of our forecasts." He predicted that if orders continue at current pace, IRC's total 1962 sales & earnings will run 10-15% ahead of 1961. Stevens said IRC is "actively looking for acquisitions, but there's nothing hot now." He noted that IRC is setting up pilot production for a new type of resistor that will be introduced later this year. Pres. Walter W. Slocum announced increase in quarterly dividend from 7½¢ to 10¢, payable June 1 to stock of record May 15. He attributed rise to "significant increases" in sales & earnings this year and steady growth in recent years.

General Precision and Japan's Mitsubishi Electric have formed a joint manufacturing company, Mitsubish Precision Inc., which will begin operations with a $7-million contract for aircraft components awarded by Japanese government.

Mergers & Acquisitions: Bendix Radio Div. has sold its railroad & mobile communications products business to Westinghouse Air Brake's Union Switch & Signal Div. for an undisclosed sum. A. E. Abel, gen. mgr. of Bendix division, said sale was made "in order that the Radio Division could concentrate their activities on other rapidly growing commercial products such as avionics & automobile radios." Sale agreement is effective June 1. Other merger & acquisition news:

MCA has proposed these terms for a consolidation with **Decca Records** (Vol. 2:16 p12): Exchange of ⅓ share of its common & one share of a new convertible voting preferred stock for each share of Decca. The MCA preferred would pay a $1.50 annual cumulative dividend and each share would be convertible into a half share of MCA common. Decca's current dividend rate is $1.20 annually. MCA's preferred would be callable at $32 a share, on or after Jan. 1, 1966. On basis of last week's market prices, MCA's offer was equivalent to more than $54 for each Decca share. Decca directors have approved MCA's offer, will submit it for stockholder approval after registration with SEC. **Howard W. Sams** has acquired for undisclosed cash a minority interest in **World Marketing Services**, New York international publishing concern. Sams Pres. Howard W. Sams said World Marketing will produce & distribute Sams textbooks & educational material in Latin America. **Republic Corp.** stockholders have approved proposed acquisition of **America Corp.** and authorized issuance of 1,156,294 shares to exchange for America's stock. Republic now plans to offer America's stockholders in June opportunity to exchange each 3 of their shares for one of Republic. Terms require that 80% of America's stock be tendered to complete transaction.

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Video Engineering Co. Inc. filed statement (SEC File 2-20050) for registration of 125,000 shares of Class A common stock at $4 per share to be sold through underwriter Mitchell, Carroll & Co., Washington. Company is in closed-circuit TV and receiver servicing businesses. Of proceeds, $106,000 will be to repay loan, balance to purchase equipment, including videotape system, and for advertising. Company has 30,000 Class A and 187,500 Class B common shares outstanding, of which Pres. Norman R. Selinger owns 75% of Class A and all of Class B, and Samuel Rosenkoff, Louis Butler and Norton Butler jointly own 25% of Class A.

Oak Mfg., noting rising demand for its TV tuners and other electronic components, is forecasting record year. Pres. E. A. Carter said first-quarter earnings "may come close" to 39c a share, compared with 10c a year earlier. Sales "may exceed" record $6.6 million posted in 1957. In 1961's first quarter, sales totaled $5,182,930. Unfilled orders are "at least" $2 million above year-ago level. For total year, Carter said, sales should "better" $25 million and set record. Profits "could approach" 1959's record $1.51 a share. Last year, Oak earned $557,662, or 85c a share, on $23,017,077 sales.

Transcontinent TV Corp. reports first quarter 1962 earnings of $395,684, up about 46% from $271,553 in same year-ago period. Per share earnings during quarter were 22¢, compared with 15¢ a year ago.

Adler Electronics stockholders will hold special meeting May 14 to vote on issuance of $2 million in 10-yr. 6% notes, convertible into common stock at $20 per share. Proceeds will be used for expansion.

Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
Canadian Westinghouse	Q	.15	July 2	June 15
IBM	Q	.75	June 9	May 11
International Resistance	Q	.10	June 1	May 15
Maxson Electronics	—	.05	June 1	May 15
Paramount Pictures	Q	.50	June 4	May 18
Stanley Warner	Q	.30	May 25	May 9
TV Shares Management	SA	.20	May 31	May 4
Thompson Ramo Wooldridge	Q	.35	June 15	May 31
Tung-Sol	Q	.17½	June 2	May 11
Westinghouse	Q	.30	June 1	May 7
Wurlitzer	Q	.20	June 1	May 11
Zenith	Q	.20	June 29	June 8

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Lynch Corp. has gained effective control of Peninsular Metal Products Corp., which will be re-named Cox Instruments Corp. A Peninsular subsidiary, George L. Nankervis Co., produces test instruments under Cox name. Lynch, parent of Symphonic, owns 53.3% of Peninsular's outstanding shares and has elected 4 of company's 7-man board. Lynch's 4: Lynch Pres. Bernard H. Lippin; Andrew V. Petersen & Wendell D. Jones, Lynch vps & dirs.; Stanley D. Waxberg, a Lynch dir. Peninsular said 2 companies have no plans "at present" to merge.

Reports & comments available: RCA, discussions, A. M. Kidder & Co., One Wall St., N.Y. 5; **E. F. Hutton & Co.,** 61 Broadway, N.Y. 6; Paine, Webber, Jackson & Curtis, 25 Broad St., N.Y. 4. **Electronic Associates,** report, H. Hentz & Co., 72 Wall St., N.Y. 5. **Vornado,** review, Bruns, Nordeman & Co., 52 Wall St., N.Y. 5. **National Instrument Labs,** comments, Troster, Singer & Co., 74 Trinity Place, N.Y. 6.

Audio Devices anticipates a jump in 1962 sales to $8.3 million from $7.4 million in 1961. Pres. William T. Hack reported to stockholders that sales increase of [illegible] expected for Jan.-April period. Optimist[illegible] based on increasing usage of both audio &[illegible] and possible introduction of TV tape later this [illegible] said firm will open new manufacturing facilities by [illegible] mer's end.

Westinghouse posted a 30% profit gain on a 5.6[illegible] sales increase in 1962's opening quarter (see finan[illegible] table). New orders booked during period to [illegible] earlier rate by 12%. Chmn. C[illegible] Mark W. Cresap Jr. reported [illegible] the billings and in the bookings of new orders [illegible] sumer, construction and defense products."

Siegler & Lear stockholders will vote May 24 on p[illegible]posed merger of the 2 companies. If merger is approved new company will be named Lear-Siegler Inc. T[illegible] provide for exchange of 5 Siegler shares for each 7 [illegible] shares. Siegler would issue approximately 1,540,000 [illegible] to Lear holders for all outstanding Lear shares.

Electronics Production Resources Agency of Defe[illegible] Dept. will be dissolved May 1, its essential functions [illegible]tegrated with Defense Supply Agency's Defense Electronics Supply Center at Dayton. ERPA was set up in 1950 to analyze & publish military & industrial electronics information for govt. & industry use.

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MAY 1962

WEEKLY **Television Digest**

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The authoritative service for executives in all branches of the television arts & industries

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Broadcast

CBS-TV CUTS PAYMENTS TO AFFILIATES, decreasing payments for afternoon programs by average of 22-23% (p. 1).

ALL-CHANNEL IMPACT ON MANUFACTURING-DISTRIBUTION worrying industry as House approves bill, with Senate expected to do same shortly (p. 2).

SPENDING FOR ETV—$64 MILLION QUESTION weighed by equipment makers who expect little movement before end of year. HEW official spells out general plans (p. 3).

BEARISH PROSPECTS OF SPACE-TO-HOME BROADCASTS outlined by USIA engineers at Montreux TV symposium. Problems: power, antenna size, reliability, allocations—and cost (p. 3).

1961—BIG YEAR FOR FOREIGN TV. USIA reporting stations passing 2,000 mark, sets near 54 million (p. 4).

Consumer Electronics

16-IN. SETS to be shown this spring by at least 2 manufacturers in lightweight portables. Kimcode tube still tied up in UL tests (p. 7).

TOP TV BRANDS-IN-USE in 17 markets shown in 1962 Consolidated Consumer Analysis. RCA is No. 1 in 15 markets, Zenith & Philco cop first place in one market each (p. 7).

SYLVANIA COLOR TUBES due for marketing within year; they'll be 90-degree round, similar to RCA's planned new tube; 100,000 sq. ft. of Seneca Falls plant earmarked for color (p. 8).

PHONO MAKERS SPIN FIRST-QUARTER PROFITS. Nine manufacturers tell us pace quickened in March and pushed sales & profits ahead of Jan.-March 1961. EIA had reported phono sales down 17% in 1962's first 2 months (p. 9).

UPDATED CALENDAR of 1963 line showings indicates junket-less year, 8 manufacturers are showing in home cities, RCA & Sylvania will travel to Chicago. Distributors will give dealers red-carpet treatment (p. 10).

RECORD FIRST HALF predicted for RCA by Gen. Sarnoff, as stockholders hear first-quarter sales-&-earnings momentum is continuing (p. 11).

E. Chi **...CUTS PAYMENTS TO AFFILIATES:** CBS-TV affiliates came to their N.Y. session last week treas., ...ing bad news—and they got it. Network unveiled its new compensation formula, which cuts gross cial... ...e payments to affiliates for afternoon programs by average 22-23%. No other time periods are involved, ...d CBS officials estimated it would result in total reduction of about 6% in payments to average station on ...-day, year-round basis.

form... ...there was some give & take, since plan—as finally announced—isn't scheduled to go D... ma... ...1963. It's good guess CBS had hoped to make change earlier—but it may well have Hi... ...influenced in discussion with its Affiliate Advisory Board, whose members argued that change this year w... ...uld affect their 1962 revenue forecasts & financial planning.

Affiliates couldn't be expected to jump for joy—and they didn't. A few were pretty riled up, but ...t were inclined to accept CBS's logic—and new rates—stoically.

CBS made case for readjustment of compensation payments by pointing to increasing program losses ...p 65% in 1961 over 1956, while its total program costs climbed to $120 million from $72 million. If new ...un had been in effect for calendar 1962, CBS would have kept an additional $4.1 million (over 1961) ...t of sponsor payments. And Affiliate Relations & Engineering vp William B. Lodge told stations they still would have increased their network revenues 3%. (CBS affiliates' network revenues went up 9% from 1961 to 1962.)

"At the heart of the matter," Lodge explained to affiliates, "is the differential between daytime and nighttime rates." CBS-TV's hourly daytime compensation to stations is currently 50% of gross nighttime

Class A hour, even though discounts have made daytime programs far cheaper to advertisers than 50% of nighttime. Network has been paying stations on basis of "inflated gross of 50% of nighttime rates."

Here's how CBS will change its rate card and compensation: It will establish new time classification of noon-5:p.m. weekdays & 10:a.m.-1:p.m. Sat. (formerly in Class C time). By eliminating certain discounts, it will fix card rates at levels advertisers are now paying when the discounts are included. End result will be that afternoon card rates will be about 37.5% of nighttime. CBS pointed out that ABC-TV has always listed afternoon time at 33-1/3% of nighttime, and that NBC-TV's afternoon bonus plan works out to about 40%.

Network held out a little lure to stations for going along with plan. It told affiliates, in effect: "When daytime compensation isn't pegged to an artificial 50% of nighttime, we can be more generous in approving network rate increases for individual stations."

Affiliates also heard CBS Inc. Pres. Frank Stanton express what seemed to be minority viewpoint on touchy subject of America's image as reflected in TV shows sent abroad. Taking issue with USIA Dir. Edward R. Murrow, FCC Chmn. Newton Minow and others, he urged against "representing ourselves abroad as something that we are not." Americans shouldn't conceal fact "that we are diverted by mystery dramas or Westerns or situation comedies."

"We cannot have a double standard of reporting," he said. "CBS will never be a party to a policy of concealment that directs us to hide from the rest of the world our imperfections."

ALL-CHANNEL IMPACT ON MANUFACTURING-DISTRIBUTION: Headaches to be caused by new all-channel-set law already are being anticipated by TV receiver manufacturing-distribution industry—now that House has approved bill. Though some opposition may develop in Senate, no one expects measure to get blocked there. Action is expected in couple weeks.

EIA Exec. vp James Secrest says "we're going to fight it to the bitter end" but adds that he's not kidding himself about prospects. He reports that dealers & distributors "are finally beginning to wake up" and worry about impact of law on their business. "The public may well decide to 'wait & see' what the new receivers are like," he said, "and the dealers are quite likely to reduce their buying of vhf-only sets. The manufacturers are worrying about when to do what—knowing that it will take the FCC quite some time to put new rules into effect, and knowing that the public will get confused & cautious. The industry may be in trouble for a year or 2. I'm afraid that the market is going to be a mess."

House chewed bill over for hours last week—most of the arguers displaying profound misunderstanding of the bill and the business—but it doesn't matter: vote was 279 to 90. There were a few remarkable exchanges, one of which we must repeat. Pro-bill Rep. Rogers (D-Tex.) was telling anti-bill Rep. Gross (R-Ia.) that law wouldn't affect sets built & sold within same state (thus wouldn't be interstate commerce), so that vhf-only sets could still be bought:

Rogers: "They can buy the set in Chicago and take it to Texas or California or Iowa if they want to, and use it."

Gross: "Yes, if for instance they want to drive from Amarillo, Tex., to Chicago and buy a set."

Rogers: "Oh, they would not have to do that at all. They could telephone the man and make a trade in Chicago and the man could ship it."

Gross: "But it has to be dually equipped if he ships it interstate."

Rogers: "Unless it is shipped for sale or resale. There is not anything unreasonable about it and, I know the gentleman from Iowa is not unreasonable." It went on and on in that vein. Two amendments proffered by Rep. Younger (R-Calif.) were rejected: make vhf telecasters also telecast on uhf; allow multiple owners to have 5 vhfs & 5 uhfs.

Main opposition to bill was for oft-expressed reasons: (1) Public would have to pay extra for uhf features which they may never need. (2) Congress shouldn't be telling manufacturers what to make in products which don't affect public safety; this was termed "bad precedent."

Simple fact remains: Congress was ready to give FCC its much-wanted all-channel law just as soon as Commission was ready to call off deintermixture proposals which would adversely affect powerful constituents.

SPENDING FOR ETV—$64 MILLION QUESTION: Effects of new federal ETV funds won't be felt until near end of year, according to equipment makers. Though President Kennedy signed bill into law last week, making $32 million available—when matched by non-federal funds—educators still have a lot of selling to do to raise their 50%.

Charles H. Colledge, RCA broadcast & TV equipment vp-gen. mgr., told us: "We've had a great many people in from all over the country, and it's our impression that it will be the last quarter before there's real movement. It's like building a high school in your town—everybody has his own ideas, and they've got to be debated. We've made studies of the possible growth, but we don't rely on them very much."

John Wall, GE broadcast equipment sales mgr., reported that "it's difficult to tell how this thing will move." He noted that GE introduced special studio ETV package at NAB convention—approximately $24,000 including 2 live vidicon cameras, 2 vidicon projectors—termed it "very flexible."

One equipment producer, who asked not to be identified for obvious reasons, put it this way: "You know educators. They're sometimes hard to work with. They need educating. Some think you can duplicate CBS for a couple thousand dollars. On the other hand, there are some very savvy ETV people—and the newcomers ought to consult them."

Signing new law, President Kennedy termed it "a new chapter in the expression of federal interest in education." He likened it to Morrill Land Grant College Act of 100 years ago, which "reduced old barriers to education and offered new opportunities for learning." HEW Secy. Ribicoff, who has job of administering grants, said law "will make it possible to bring quality education to all who wish to learn." FCC Chmn. Minow called measure "a landmark," said "it promises a much broader range of choice for the American public in the next decade."

Plan of implementation was outlined by HEW Undersecy. Ivan A. Nestingen in May 2 speech tc Institute for Education by Radio-TV in Columbus. His office probably will administer program. HEW is working as rapidly as possible to prepare application forms & regulations, expects to start making grants within "several months," he said. Applications in general, Nestingen said, must include total cost of project, amount of federal funds requested, assurance that applicant is qualified.

Qualified applicants are: (a) An agency or officer responsible for supervision of public elementary or secondary education, or public higher education in state. (b) State educational TV agency. (c) College or university, wholly or partially tax-supported. (d) Non-profit foundation, corporation, or association organized primarily for ETV broadcasting and eligible for FCC ETV license.

Nestingen pointed out in addition that regulations will require proof operation will be under control of applicant, that funds to construct, operate and maintain facilities will be available, that facilities will be used only for ETV.

Approval of applications will be guided largely by 3 general criteria, he noted: (a) Prompt & effective use of all remaining ETV channels. (b) Equitable geographical distribution. (c) Service to greatest number of persons in as many areas as possible.

Although bill specifies that federal funds may be used only for purchase & installation of transmission equipment, Nestingen emphasized there is no restriction on use of the 50% matching funds. These can be used for buildings, studios, operations, program production facilities, etc.

BEARISH PROSPECTS OF SPACE-TO-HOME BROADCASTS: Direct TV, FM or AM to homes from satellites (as compared with use of satellites as super-microwave relays) seem mighty remote. That's essence of paper prepared for delivery by 2 USIA engineers at last week's international TV symposium in Montreux, Switzerland. Similar downbeat conclusions were reached by Stanford Research Institute (Vol. 2:14 p3).

Technical problems alone are "formidable," said Edgar T. Martin & George Jacobs, in addition to fact that much of desirable spectrum is already taken up by ground stations, unavailable for satellite use because of interference.

They limited consideration to synchronous satellite—one about 22,300 miles in space, stationary rela-

tive to any spot on earth. Here are minimum powers satellite must transmit, they said: AM, 18 mc, 564 kw; FM, 100 mc, 276 watts; TV, 70 mc, 43.5 kw; TV, 650 mc, 1,070 kw; TV, 11,800 mc, 185 kw.

Diameter of parabolic antennas needed: AM, 18 mc, 40 meters; FM, 100 mc, 12.5 meters; TV, 70 mc, 17.9 meters; TV, 650 mc, 1.9 meters; TV, 11,800 mc, .106 meter.

Summarizing technical problems, they listed 4 major requirements: (1) High-capacity power supplies and system components, highly reliable without maintenance—"consistent with economic justification." (2) Dissipation of heat from large power losses. (3) Precise stabilization, orientation and stationkeeping. (4) Allocations—avoidance of interference with existing ground stations. Shf spectrum could be used, but no home sets are equipped to receive it.

Authors concluded with typical engineering restraint: "While not discussed in this paper, the desirability of satellite broadcasting systems must also be considered in relation to the actual need for such a service and to the costs of such a service compared with costs of competing conventional broadcasting systems."

To which might be added: History of broadcasting indicates that technical problems can be licked if allocations problems—which are economic & political—are resolved.

1961—BIG YEAR FOR FOREIGN TV: Another boom was racked up in TV abroad last year, as stations increased to 2,047 compared with 1960's 1,488, and sets pushed near 54 million mark, vs. 43 million year earlier. Year also saw first TV hookup between Western Europe & USSR, live transmissions both ways.

USIA annual report (formerly issued quarterly) notes that 66 foreign countries had TV last year, up 4 from 1960: Ireland, Albania, Kuwait and Syrian Arab Republic. ETV also scored first sizeable impact abroad during year, agency reports, with many educational institutions, foundations and international organizations intensifying efforts to use medium to expand education & cut illiteracy.

USIA warns "statistical data must be viewed with caution since the reliability of the sources from which these statistics are compiled varies." Other highlights of report: (1) Communist TV propaganda, chiefly anti-West German & anti-U.S., was stepped up sharply. (2) Western Europe's Eurovision network is possibly most powerful international broadcasting organization, now reaching 30 million viewers in 17 countries. (3) ETV is said to be making big impact in Communist China, TV universities reported operating in 5 large cities, although entire country has only some 20,000 sets in use. For USIA figures on foreign stations & sets, see p. 6.

CURRENT CAPSULES

CBS-TV's "The Benefactor" episode of *Defenders* (Vol. 2:17 p1, 18 p2) produced anticipated results. Almost all comment so far has praised CBS for stimulating discussion of touchy subject, abortion. Only 11 of 180 affiliates declined to carry it—and sponsor Speidel benefited from 28.4 Arbitron rating, compared with 26 ratings for recent *Defenders* episodes.

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Miami Ch. 6 is cleared and ready for CP following agreement between competitors Coral TV Corp. and South Fla. Amusement Co. Latter will dismiss, getting up to $60,000 for expenses, and its pres. Sherman Grossman will have option to acquire 7% of grantee.

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House passed by overwhelming 354-9 vote bill to establish private communications satellite corp. (Vol. 2:17 p4 et seq.). Similar measure has cleared Senate Space Committee, will be ironed into final shape by Commerce Committee in executive session, probably next week. Final bill approved by House calls for corporation owned half by individual shareholders, half by U.S. communications common carriers. Board of directors numbers 15—6 from public, 6 from companies, 3 appointed by President with Senate approval. Ground stations may be owned either by corporation or individual communication companies, but FCC is instructed to favor latter. Move by Rep. Moss (D-Cal.) to delete this stipulation from bill was defeated by 116-33 voice vote. Under amendments adopted before passage, directors appointed by President would serve 3-year terms, and State Dept. would be reimbursed for any assistance rendered in foreign negotiations.

TV advertising is most effective & most objectionable, according to survey of businessmen made by *Harvard Business Review* asst. editor Stephen A. Greyser. Extensive study of businessmen's attitudes toward advertising, directed by Greyser, will be published in May-June issue of *Review*. Some of findings: (1) 38% of businessmen who answered questionnaire said TV advertising was most effective, but 57% said it was most objectionable. (2) 80% believed advertising essential to business, over 90% think public has more confidence in advertised brands, 85% believed it raised living standards, 89% said it provides most efficient means to stimulate mass buying. (3) 30% believed advertising lowers prices, 24% said it partially lowers prices, 28% think it raises prices, others didn't know. (4) 78% agree advertising often persuades people to buy things they shouldn't, and 80% of these thought this was bad. (5) 40% believe advertising standards are higher today than decade ago, 36% think they are about same, 24% said they are lower. (6) 74% believe introduction of code of ethical practices would be good, 69% said they knew of no current effort at industry self regulation.

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FTC took razor to TV shaving cream commercials for second time in 6 months, ruled Carter Products used deceptive & disparaging commercials to promote "Rise." Commission's order, which also cited agency Sullivan, Stauffer, Colwell & Bayles, upheld findings of hearing examiner John P. Poindexter. He held that alleged "ordinary lather" shown as inferior to "Rise" actually was a prepared concoction containing 90% water. Opinion by Comr. Sigurd Anderson noted: "Since we believe, as respondents obviously did, that the demonstration would serve to induce members of the public to purchase 'Rise' in preference to competing lathers, there is sufficient public interest to warrant the conclusion that the practice should be prohibited." For emphasis, the opinion concluded: "We might add in this connection that our views with respect to the use of television demonstrations that convey false or deceptive impressions to the public were fully set forth in our opinion in the matter of Colgate-Palmolive Co. . . . and the rationale of that decision is equally applicable here" (Vol. 2:2 p2). No dissents.

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Low-power radio transmitters in foreign embassies in Washington would be permitted under bill (S-3252) introduced by Sen. Fulbright (D-Ark.) at request of Secy. of State Rusk. President would have power to authorize stations in return for reciprocal privileges by foreign govts. In letter to Vice President Johnson, Rusk pointed out that foreign delegations in U.S. already have access to very rapid communications, would gain little by being permitted transmitters. U.S. posts abroad, he said, often must rely on facilities under Communist control, which often break down when most urgently needed.

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"Vast new multi-billion dollar industry" will be created by expansion of ETV, NAEB Pres. William C. Harley told Institute for Education by Radio-TV, sponsored by Ohio State U. He said TV will be used by every school in nation "in the foreseeable future," and in many areas will be source of all instruction. Although $32 million federal aid-to-ETV bill is "long step to the future," Harley declared, it "must be matched by scores of other important steps by all American citizens."

New U. S.-Mexican agreement on vhf assignments within 400 kilometers (248.6 miles) of border has been signed. It allows additional allocations in both countries. In U. S., it provides for these new ones: Ariz.—Nogales 11, Prescott 7; Cal.—Bakersfield, Santa Barbara, Santa Maria, Lompoc, 12; El Centro 7, 9; N. M.—Silver City—Truth or Consequences 6; Tex.—Boquillas 8; Brady 13; Del Rio 10, Ft. Stockton 5, Marfa 3, Presidio 7, San Antonio 6, Sonora 11. Mexico adds 23, but virtually all are at distances greater than existing Mexican assignments co-channel with U. S. stations—i.e., they'd create no more interference than would be given by existing assignments. Text of agreement, which includes refinement of notification procedures, is available from Commission.

FCC switched Ch. 18 from commercial use at Ft. Valley, Ga., Murfreesboro, Tenn. & Burnside, N. C., to Dalton, Ga. for ETV, at request of Ga. State Board of Education. Commission previously moved Ch. 25, Dalton, to Huntsville, Ala.

Network TV gross time billings totaled $65,530,658 in January, 1962, up 10.4% from January, 1961's $59,375,571, TvB reports. CBS billings increased 13.9% during period, from $22,378,008 to $25,498,117. NBC gained 10.7%, rising from $21,099,253 to $23,358,879; ABC moved up 4.9%, from $15,898,310 to $16,673,662. During January, daytime billings were up 14.9%, nighttime rose 8.3%. TvB also announced revised totals for 1961 billings in line with new tabulating methods (Vol. 2:5 p5): Total, $712,128,148; ABC, $190,615,140; CBS, $268,676,875; NBC, $252,836,133.

Sale of radios WHAM & WHFM Rochester by Henry I. Christal Co. to Rust Bcstg. Co. for $1.3 million has been approved by FCC. Transfer will be made after Rust Pres. William F. Rust Jr. disposes of one of his present AM holdings.

RKO's Hartford pay-TV project will be studied by John J. Henderson & Assoc. Company will handle research into consumer attitudes, program evaluations, ratings, and other aspects of 3-year experiment which begins in July.

USIA FOREIGN TV SURVEY: Here is USIA's list of foreign stations and sets-in-use as of Dec. 31, 1961 (see p. 4). List does not include U.S., Canada or U.S. armed forces stations abroad:

COUNTRY	STATIONS	SETS
Western Europe		
Austria	26	290,000
Belgium	10	900,000
Denmark	11	711,000
Finland	21	200,000
France	121	2,800,000
West Germany	386	5,888,000
Iceland[1]	—	700
Ireland	1	100,000
Italy	541	3,000,000
Luxembourg	1	7,300
Malta[2]	—	15,000
Monaco	2	12,000
Netherlands	7	1,051,000
Norway	15	107,000
Portugal	7	88,000
Spain	29	420,000
Sweden	67	1,405,000
Switzerland	23	194,000
United Kingdom	44	12,000,000
Yugoslavia	12	67,000
Total	1,324	29,256,000
Latin America		
Argentina	8	770,000
Brazil	30	1,621,000
Chile	3	3,000
Colombia	14	200,000
Costa Rica	2	10,000
Cuba	15	400,000
Dominican Rep.	4	18,000
Ecuador	2	5,000
El Salvador	3	24,000
Guatemala	2	22,000
Haiti	1	2,000
Honduras	1	4,000
Mexico	25	1,000,000
Nether'ands Antilles (Curacao)	1	5,000
Nicaragua	1	4,000
Panama	1	29,000
Peru	5	82,000
Uruguay	2	60,000
Venezuela	17	263,000
Total	137	4,522,000
Near East and South Asia (incl. Arab World)		
Algeria	6	62,000
Bahrein[3]	—	1,000
Cyprus	1	3,000
India	1	500
Iran	2	62,000
Iraq	1	35,000
Kuwait	1	1,000
Lebanon	2	40,000
Libya[4]	—	7,000
Qatar[3]	—	300
Saudi Arabia	1	8,700
Syrian Arab Republic	4	25,000
Tunisia[5]	—	2,000
Turkey	1	500
United Arab Republic	4	120,000
Total	24	368,000
Africa (non-Arab)		
Ethiopia[6]	—	1,000
Nigeria	3	10,000
Rhodesia & Nyasaland (Federation)	3	25,000
Total	6	34,000
Far East		
Australia	18	1,309,000
Hong Kong	(1) [7]	11,000
Japan	145	8,686,000
Korea (South)	1	20,000
New Zealand	1	17,000
Philippines	6	45,000
Ryukyu Islands (Okinawa)	2	33,000
Thailand	2	100,000
Total	175	10,221,000
Communist Bloc		
Albania	1	—
Bulgaria	2	8,000
Czechoslovakia	62	1,100,000
East Germany	73	1,338,000
Hungary	8	180,000
Poland	22	645,000
Rumania	3	68,000
USSR	198	6,000,000
Comm. China	12	20,000
Total	381	9,359,000

[1] These sets tune in to the Armed Forces stations.
[2] These sets tune in to Italian stations.
[3] These sets tune in to the Aramco-TV station in Dhahran, and to the Armed Forces station.
[4] These sets tune in to Armed Forces stations and RAI, the Italian network.
[5] These sets tune in to RAI.
[6] These sets tune in to Armed Forces stations.
[7] Closed Circuit wired service; not counted in totals.

First TV relay by satellite—feeble but first nonetheless—was accomplished by MIT last week for Air Force. It bounced 20-kw 8,350-mc signal off old Echo balloon satellite, now half-deflated. Signal went from Camp Parks, Cal., near San Francisco, to Middlestone Hill, near Westford, Mass., about 2,700 miles, via satellite about 1,000 miles above earth. MIT's Walter E. Morrow Jr., project director, said much of signal weakness & distortion was caused by wrinkled surface of satellite. Pictures sent were "MIT" letters, cowboy on horse, trained seal in action.

Britain's Granada TV Network Ltd. has established N.Y. office, which will handle program sales, buying & talent in U.S. Heading new office at 509 Madison Ave. (Room 1206) is Kay Campbell, former assistant to Edward R. Murrow.

Canada's CTV TV network will nearly double present schedule in fall, with 25 hours of programming weekly, plus football; Network will have microwave completed by August.

Personals

Jack Kiermaier, CBS news public affairs dir., promoted to news vp . . . **William A. Bates**, WDAF-TV-AM-FM Kansas City gen. mgr., elected a vp of parent Transcontinent TV Corp. . . . **Arie Landrum** promoted to WCCA-TV Columbia, S.C. station mgr., **Dean Poucher** to operations dir., **Bryan Bisney** to production mgr.

Stanley Chase, ex-stage producer, named ABC-TV program development dir., succeeding **Robert Rafelson**, who has joined Revue Productions . . . **Charles Ayres** promoted to ABC vp & ABC-TV assoc. sales dir. . . . **Peter Reinheimer** promoted to ABC-TV Eastern sales mgr.

Joseph Kotler, ex-Ziv-UA vp, named vp & sales dir. of new Warner Bros. syndication div. . . . **Ben Strouse**, WWDC-AM-FM Washington pres. & gen. mgr., named NAB FM Radio Committee 1962-63 chmn.

Millard Cope, Marshall, Tex. *News Messenger* publisher & partner in Harte-Hanks Inc. newspaper chain (KENS-TV & KENS San Antonio) named to National Advisory Council for Peace Corps . . . **Lawrence J. Pollock** named WABC-TV N.Y. research & advertising dir.

John Crichton, ex-*Advertising Age* editor, assumes AAAA presidency, succeeding **Frederic R. Gamble**, retired. . . . **Bernard Kalb**, brother of CBS Moscow correspondent Marvin Kalb, will join network as India & Southeast Asia chief correspondent.

Daniel T. Pecaro named WGN-TV Chicago program mgr., succeeding **Edward A. Warren**, who moved to similar post with WNBC-TV N.Y.; **Robert L. Bradford** promoted to radio WGN program mgr.

Ralph Guild promoted to rep Darren F. McGavren Co. mgr.; **Ed Argow** advances to N.Y. sales mgr., **Mike McNally** to Chicago mgr.; **Tom Sullivan**, ex-NBC Spot Sales, becomes St. Louis office mgr.; **Harvey Glor** promoted to Midwestern sales rep.

John B. Soell, KTVE-TV El Dorado, Ark. vp & gen. mgr., named to United Cerebral Palsy Assns. national standing committee on PR.

USIA Dir. **Edward R. Murrow** has squelched rumors he might be Democratic candidate for Senate in N.Y., in opposition to Republican Sen. Javits. "I'm too busy running USIA to run for another position," he said.

Switch from NBC-TV to ABC-TV by WRAL-TV Raleigh is effective Aug. 1. WTVD has had ABC-TV in addition to CBS-TV. NBC-TV affiliate WITN Washington, N.C. reaches into part of Raleigh stations' coverage area. ABC also announced affiliation, as expected, of new Ch. 9 Syracuse station to be built by 10 competing applicants pending FCC hearing to select winner (Vol. 2:16 p4); affiliation is effective Sept. 15.

New WCIV-TV (Ch. 4) Charleston, S.C., expected to begin about July 15, has become NBC affiliate. Harold E. Anderson is pres., Lee Gorman exec. vp & gen. sales mgr., William E. Lucas, ex-WSAV-TV Savannah, station mgr.

For stereo transmission between studio & transmitter, FCC is proposing to change rules to permit simultaneous operation of 2 STL transmitters on single channel. Comments are invited until June 11.

KYA-AM-FM San Francisco has been sold for $1,250,000 plus assumption of liabilities, by Macfadden-Bartell Co. to Clinton D. Churchill, ex-WKBW-TV Buffalo. Broker: Blackburn & Co.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

TWO MANUFACTURERS SLATE 16-IN. SETS: New lightweight portables with 16-in. square-cornered picture tubes (Vol. 2:16 p8) will show up in minimum of 2 lines this spring. At least one will use Pittsburgh Plate Glass bonded implosion plate. Weight of set may be around 20 lbs.

Both are made by large manufacturers—very big in portables—and both set makers will proceed with extreme caution on new size, feeling out market. The 16-in. bulb was developed more than year ago at request of Admiral—but there's no indication Admiral will have set with this size screen in spring line.

In other picture-tube news, Kimble's Kimcode bulb, which requires no external safety glass (Vol. 2:16 p8, 12 p7) is still tied up in UL tests. It's understood that tube successfully survived all implosion tests, and that UL is now conducting accelerated life tests to determine long-range safety. UL is being exceptionally cautious because of radical approach used in Kimcode, and tests are expected to take 30-60 days more.

Until these tests are completed—in N.Y. & Chicago—Kimcode remains in suspended animation.

TOP TV BRANDS-IN-USE IN 17 MARKETS: Ownership of TV sets by brands in selected markets has again been tabulated by Consolidated Consumer Analysis and is summarized in table on p. 8, reproduced by special permission.

Consolidated Consumer Analysis is newspaper-operated research group which annually surveys consumers' use of various products & services, from brassieres to airlines, from cat food to outboard motors. The 17-market survey of TV ownership ranks 13 brands according to percentage of households owning them in the various markets.

The 1962 survey covered 18 markets with total of 2,528,423 households, using total sample of 48,037 households. Only 17 markets are represented in TV tabulation, however, since TV tally wasn't announced for Indianapolis. Interviewing for survey was conducted in Sept. & Oct. 1961.

TV study covers all sets in homes of interviewed families—with no emphasis on recent purchases. Therefore recent surges in popularity of one make or another don't show up strongly, and can be recognized only in comparison with past surveys. Hoffman is still included in list—even though it no longer makes TV sets—because substantial Hoffman ownership showed up in 11 of the 17 markets.

RCA was No. 1 TV brand-in-use in 15 of 17 markets, 2nd in the other 2. (Last year RCA was first in 18 of 19 markets surveyed.) Zenith & Philco were first in one each. This marks first time Philco has shown up as No. 1 in any market in this survey series; Zenith was first in one market last year, although a different market (Modesto this year, Honolulu last year).

It should be noted that last year's survey included 19 markets (Indianapolis, Portland & Seattle not represented this year) and that Pensacola is included this year for first time. Rankings of 2nd & 3rd most popular brands in the 17 markets (compared with 19-market rankings of same brands last year):

Zenith was 2nd in 3 markets, 3rd in 6 (2nd in 4, 3rd in 5 last year); Philco, 2nd in 3, 3rd in one (2nd in 3, 3rd in 4); GE, 2nd in 3, 3rd in one (2nd in 2, 3rd in 4); Admiral, 2nd in 4, 3rd in 4 (2nd in 7, 3rd in 5); Motorola, 3rd in 3 (3rd in one); Silvertone, 3rd in 2 (3rd in one); Hoffman, 3rd in one (2nd in one).

For direct comparisons of sets-in-use ratings with past surveys, check your back files of Television Digest—1961 (Vol. 17:28 p15), 1960 (Vol. 16:35 p11), 1959 (Vol. 15:26 p16), 1958 (Vol. 14:28 p12), 1957 (Vol. 13:40 p10).

More detailed tabulations of brand preferences in individual markets will be found in Consumer Analysis reports published by each of the CCA member newspapers. These are participating papers, each of which will supply its own area tabulations on request: *Columbus Dispatch & Citizen Journal, Denver Post, Duluth Herald & News-Tribune, Fresno Bee, Honolulu Star-Bulletin, Indianapolis Star & News, Long Beach Independent & Press Telegram, Milwaukee Journal, Modesto Bee, Omaha World-Herald, Pensacola News-Journal, Phoenix Republic & Gazette, Providence Journal Bulletin, Sacramento Bee, Salt Lake Tribune & Deseret News, San Jose Mercury & News, St. Paul Dispatch & Pioneer Press, Wichita Eagle & Beacon.*

Rankings aren't necessarily representative of country as whole, of course, reflecting ownership only in markets surveyed. However, they show regional patterns & variations in brand preferences.

Television Set Ownership in 17 Markets, 1962

(See story above)

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CITY	Per Cent of Owners			Bought in Past 12 Months	RCA Victor	Zenith	Philco	General Electric	Admiral	Silvertone	Hoffman	Motorola	Packard Bell	Magnavox	Emerson	Westinghouse	Sylvania
	1962	1961	1960	1962	Place %	Place %	Place %	Place %	Place %	Place %	Place %	Place %	Place %	Place %	Place %	Place %	Place %
Columbus	98.9	98.7	98.5	18.4	1. 29.8	4. 12.2	2. 18.3	6. 8.7	3. 16.4			5. 11.6		10. 3.1	11. 2.8	7. 5.4	9. 3.5
Denver	97.5	96.4	96.9	13.5	1. 16.6	3. 10.6	6. 8.2	5. 9.7	2. 12.7	8. 4.8	14. 2.8	4. 10.4	7. 7.0	13. 3.3	11. 3.7	12. 3.5	17. 1.7
Duluth-Superior	97.5	98.2	96.6	11.2	1. 23.2	4. 8.9	5. 8.4	2. 15.2	3. 9.1	10. 3.3		7. 5.9		15. 1.6	6. 7.1	8. 5.5	16. 1.4
Fresno	94.6	93.8	93.7	15.2	1. 18.3	2. 10.9	5. 9.3	6. 8.6	10. 4.3	3. 10.0	7. 7.4	3. 10.0	8. 6.6	11. 3.4	9. 5.9	11. 3.4	13. 2.8
Honolulu	90.8	90.2	91.2	23.3	1. 17.7	2. 16.3	5. 8.3	3. 11.5	7. 7.1	4. 11.1	14. 1.4	5. 8.3	9. 4.4	12. 1.9	10. 3.3	13. 1.8	8. 5.5
Indianapolis	92.1	96.0	95.0	9.2	N.A.												
Long Beach	95.5	97.5	96.7	10.6	1. 20.5	2. 11.5	8. 7.6	4. 10.2	6. 10.0	3. 10.5	7. 9.7	10. 5.2	5. 10.1	9. 7.2	12. 2.7	13. 2.2	15. 1.9
Milwaukee	97.0	97.1	96.8	14.0	1. 28.5	3. 11.8	5. 10.2	6. 6.8	2. 18.5	8. 4.0		4. 11.2		7. 4.1	11. 2.3	9. 3.3	10. 2.4
Modesto	92.2	92.1	89.1	16.9	2. 12.9	1. 13.9	4. 11.3	7. 6.6	8. 4.9	5. 10.5	3. 11.5	6. 7.8	9. 4.5	14. 2.0	10. 3.7	12. 3.1	13. 2.8
Omaha	98.6	98.6	98.5	15.1	1. 24.0	4. 10.9	2. 18.0	5. 9.6	6. 9.1	8. 4.4	16. 1.3	3. 11.1		7. 4.6	9. 4.3	10. 3.7	21. 1.3
Pensacola	95.4			13.6	1. 24.2	3. 17.0	2. 17.9	7. 6.8	5. 8.4	6. 7.9		4. 10.4		12. 1.2	10. 1.6	11. 1.5	9. 1.9
Phoenix	95.3	95.9	95.1	14.2	1. 11.2	3. 8.6	8. 6.0	2. 9.5	4. 7.2	9. 5.8	12. 3.8	5. 7.1	11. 4.4	10. 5.2	7. 6.4	6. 6.8	13. 3.2
Providence	97.6	97.3	97.4	11.2	2. 12.2	5. 9.7	1. 13.1	7. 7.0	3. 10.2	12. 2.2		4. 9.9		8. 3.7	6. 9.2	9. 3.5	9. 3.5
Sacramento	95.3	96.2	94.9	17.4	1. 18.6	3. 10.8	4. 9.4	2. 11.6	6. 7.9	5. 8.2	8. 7.1	7. 7.2	8. 7.1	11. 4.6	10. 5.2	12. 3.9	14. 2.3
Salt Lake City	96.3	95.5	96.6	15.2	1. 17.1	6. 6.7	3. 12.1	4. 11.7	2. 13.0	10. 4.5	9. 5.4	5. 9.6	7. 6.3	10. 4.5	15. 2.3	8. 5.5	12. 2.8
San Jose	96.2	96.3	94.4	14.9	1. 16.4	2. 12.6	5. 8.8	8. 7.3	6. 8.4	4. 9.7	10. 5.2	3. 9.9	7. 8.1	9. 5.8	11. 4.7	12. 3.4	13. 2.4
St. Paul	98.2	98.2	98.1	19.7	1. 22.8	4. 12.1	5. 9.5	2. 12.4	3. 12.3	18. 1.2		6. 9.4		11. 2.9	13. 2.5	9. 3.9	
Wichita	97.2	95.9	96.3	11.6	1. 17.8	3. 11.0	5. 9.8	4. 10.1	2. 15.0	9. 4.1	10. 3.9	6. 8.9		7. 4.5	14. 2.0	8. 4.4	12. 2.6

N.A.—Not available.

SYLVANIA RESUMING COLOR-TUBE OUTPUT: Sylvania will market color picture tubes within a year. They'll be 21-in. round shadow-mask glass tubes with 90-degree deflection angle—same type RCA has slated for January production (Vol. 2:16 p7). Initially, 100,000 sq. ft., or about one-fifth of Sylvania's Seneca Falls, N.Y. plant will be devoted to color.

Engineering & marketing studies, said Sylvania Pres. Gene K. Beare, "show the color TV market now is expanding, and that this is the time for us to re-enter the field." Decision was widely anticipated. Sylvania produced color tubes from 1953 through 1957 and has been in experimental "dry run" color tube production for last few weeks.

Industry thus will have at least 3 sources for color picture tubes—RCA, with production in Lancaster, Pa. & Marion, Ind., and Zenith subsidiary Rauland, which recently announced it will begin color tube production early next year in Chicago, as well as Sylvania. Sylvania, incidentally, took what appeared to be backhand slap at Rauland in its announcement at last week's end. Pointing out that much of color production equipment is already on hand at Seneca Falls, Pres. Beare said this will enable Sylvania to market color tubes within year. "Without the existing machinery," he added, "it would be very difficult to go into production of a long-life, highly reliable color tube in so short a time."

Sylvania named its electronic tube division's asst. chief engineer, Max Krawitz, as mgr. of color tube manufacturing. Company recently moved much of its b&w tube manufacturing operations from Seneca Falls to Ottawa, O. (Vol. 2:13 p10)—to be closer to midwest TV set manufacturers, and presumably to make room for color production in Seneca Falls.

In announcing resumption of color tube output, Sylvania reported that it has produced more than 26 million b&w picture tubes—or about 23% of approximately 113 million b&w entertainment picture tubes manufactured by industry to date.

PHONO MAKERS SPIN FIRST-QUARTER GAINS: Phonograph sales really took off in March and pushed 9 major manufacturers to sizable first-quarter sales & profit gains over year-earlier levels. Opening quarter's performance is particularly interesting in light of EIA's report that distributor-to-dealer phono sales for 1962's first 2 months were a depressing 17% behind Jan.-Feb. 1961 (Vol. 2:17 p11). Manufacturers we spoke with last week, however, told us phono sales are now winging and outlook is for one of phono's better years.

Motorola's William Laswell (national radio & stereo sales mgr.) told us, for example, "we're just pinching ourselves, business is so good. In February, we were up 18%. We did wonderfully in March. For the quarter we were 22.2% ahead, and the profit picture is equally good."

Other manufacturers told us much the same upbeat story:

RCA's Raymond W. Saxon (Sales Corp. mktg. vp): Factory-to-distributor sales jumped 120%; "dollar volume was significantly ahead as sales of radio-phonograph combination units more than doubled sales of the comparable period" in 1961.

Philco's Charles Hakimian (consumer products gen. sales & mktg.): Distributor-to-dealer sales rose 77%, factory sales 92%.

Symphonic Pres. Max Zimmer: "Volume in the first quarter was up 16% in dollars, 11% in units."

Olympic Pres. Morris Sobin: "We were 25% ahead in phonograph units, more in dollar volume."

GE & Admiral said that first-quarter business was ahead of year-ago.

Fisher Radio's Paul E. Bryant, recently appointed gen. sales mgr.: "Console sales increased 15% in units, 18% in dollars."

Zenith noted that "factory sales of the combined category of radio & high fidelity stereophonic instruments were well ahead of the previous year."

Varied reasons for phonograph sales pick-up were noted by manufacturers. GE pointed out that "industrywide, sales of portable phonographs through February ran about 23% behind 1961. But console sales were 8.8% ahead." GE also forecast that "industry will see substantial sales gain around June" after traditional drop-off in April, noted that there are "no excessive inventories of obsolete merchandise." A few years ago, GE said, "industry was heavy on mono inventory—but not today."

Decreasing public confusion over hi-fi, stereo, & FM-stereo labels also was noted by some. Motorola's Laswell went further: "The public never was confused," he said. "Dealers were confused. The public wanted to buy good music as it always did." Philco's Hakimian said he's optimistic about a sales rise because "consumer is beginning to understand the meaning of stereo and hi-fi and what stereo FM means. Since the consumer is not confused by these terms, he is more apt to buy the product now than he was a year ago."

Interesting note in phonographs' first-quarter sales pattern is rise of high-end merchandise & decline of portables—reversing current trend of b&w set sales. Admiral attributes pattern to public's growing awareness of console cabinet's contribution to better sound reproduction. Several manufacturers also gave credit for high-end sales to growing popularity of FM stereo, improved cabinet styling, and reduction in console pricing over past several years.

"When you buy FM stereo," Philco's Hakimian pointed out, you're buying 2 home entertainment instruments in one—the record player & a stereo FM which gives you the advantage of both. Excellent programming by FM stations also has helped to develop the market."

RCA's Saxon said "it would seem today's stereo combination units show signs of taking a more prominent place in the living room as a major home entertainment item. Distinctive styling units have been so well received at the consumer level that we feel there is a sizable demand for expensive cabinetry & stereo merchandise."

As to TV-radio-stereo combinations, which accounted for a record 3.9% of TV distributor unit sales last year (Vol. 2:18 p7)—they seem to be holding up this year. Olympic's Sobin, whose company is one of biggest in this field, thinks TV combos can eventually go up about one more percentage point. "But I don't think we'll ever see them over 5% of the total TV market."

UPDATED CALENDAR OF 1963 LINE SHOWINGS: Latest scheduling of shows for distributor inspection of 1963 TV-radio-phono lines confirms earlier indication (Vol. 2:14 p9) that this will be pretty much a junket-less year. With few exceptions, major manufacturers are showing at home or conveniently located major city. There isn't a Miami, Las Vegas, Mexico, Mackinaw Island or West Coast jaunt scheduled.

Trend this year seems to be for manufacturers to stage low cost, high power introduction meetings for distributors, and have latter put on junket galas at local level for dealers. Admiral, for example, is showing new line to distributors in Chicago at end of May—but is working deal with distributors to enable them to give dealers resort treatment. In some areas, New England & Florida, for example, Admiral distributors are grouping to give dealers posh meetings. One group already is slated for a trip to Grand Bahamas Island.

"You can do the same thing only so many times," Admiral told us, "and after you've been through Miami and Las Vegas there aren't many resorts available that can handle the type of meeting we're accustomed to putting on. We've made this change this year for the purpose of coming up with something different."

RCA, which for past 2 years has staged distributor-dealer extravaganzas in both Miami & Vegas, is reverting this year to distributor-only show in Chicago. Distributors will run their own local showings for dealers. Bruno-New York, for example, is slated to take its dealers to Concord in the Catskills. RCA told us distributor-conductor shows for dealers enable former to retain identity which tends to be lost in company-run extravaganzas. Also, dealers can take advantage of regional junkets without sacrificing travel time and too many days away from store. Traditional traveler Sylvania also is showing in Chicago this year, and at least 8 manufacturers (Admiral, GE, Motorola, Muntz TV, Packard Bell, Philco, Symphonic, Zenith) are showing in their home cities.

Here's schedule of showings so far available:

Manufacturer	Products Shown	Dates	Event & Location
Admiral	TV, radio	Late May	Distributors. Chicago.
Du Mont	TV	Early June	Dates & location not firmed.
Emerson	TV, radio	Early June	Dates & location not firmed.
GE	TV, console phonos	May 21	Distributors. Louisville, Ky.
Magnavox	TV, radio, phono	June 24-28	Dealers. Music Show, N.Y.
Motorola	TV, radio	June 4	Distributors. Hilton Hotel, Chicago.
Muntz TV	Drop-in models	July	Key dealers. Wheeling, Ill. plant. Date not set.
Olympic	TV	June 4	Distributors. Chase Hotel, St. Louis.
Packard Bell	TV, radio	Late June	Distributors. Los Angeles.
Philco	TV, radio	Early June	Distributors. Date & location not set.
RCA	TV, stereo, radio	May 11	Distributors. Edgewater Beach Hotel, Chicago.
Sylvania	TV, radio, stereo	June 6-7	Distributors. Edgewater Beach Hotel, Chicago.
Symphonic	TV, phono	June 24-28	Distributors & dealers. Music Show, N.Y.
Westinghouse	TV, radio, phono	June 24-28	Distributors & key dealers. Music Show, N.Y.
Zenith	TV, radio, phono	Early June	Distributors. Chicago.

TV-RADIO PRODUCTION: EIA statistics for week ended April 27 (17th week of 1962):

	April 21-27	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	131,543	122,798	110,397	2,201,731	1,715,619
Total radio	352,278	363,154	278,212	6,058,610	4,714,078
auto radio	123,233	130,482	100,944	2,143,810	1,454,906

Trade Personals

Vincent Barreca elected Admiral pres., succeeding Ross D. Siragusa who continues as chmn. & chief exec. officer. Barreca, 45, was exec. vp. He joined Admiral in 1934, was assigned in 1946 to organize Canadian Admiral in Toronto to make & sell TVs. Barreca was elected to Admiral's board in 1955 and appointed operations vp. He became exec. vp in 1957.

Richard A. O'Connor resigns as Magnavox chmn., will continue to serve on board. Post won't be filled; Pres. Frank M. Freimann will serve as chief executive officer.

William E. Boss, RCA color TV coordination dir., named exec. asst. to **William J. O'Connor**, pres. of Southern Wholesalers, Washington RCA distributor.

Gordon F. Fullerton appointed vp-gen. mgr., Sylvania receiving tube operations, headquartering in Emporium, Pa.; succeeded by **Eugene E. Broker** as Parts Div. gen. mgr., Warren, Pa.

E. E. Bareuther elected Philco treas. in addition to duties as asst. controller, succeeding **William R. Wilson**, resigned (Vol. 2:18 p11). . . . **Ralph M. Spang** elected Zenith vp & controller.

Takanobu Yoshihara named mgr. of Toshiba's expanded N.Y. office, now hq for company's North American operations.

Robert A. O'Reilly elected Oak Mfg. chmn., succeeding **Elof Sandstrom**, retired; **Stewart Pfannstiehl** appointed exec. vp. . . . **William L. Strong** appointed Packard Bell financial vp.

Paul W. Roth named Webcor product service vp. . . . **William C. Wichman** appointed GE International Div. gen. mgr., succeeding **Charles V. Schelke** who continues with division as GE vp on special assignment.

Obituary

Henry Carl Bonfig, 66, died April 30 in Evanston, Ill., after a short illness. Starting as a distributor in radio's early days, "Bonny" became one of the industry's greatest merchandising men. From 1935 to 1944 he was vp of RCA's RCA Victor Div., joining Zenith as sales vp and serving in this capacity until 1955, when he was elected president of CBS-Columbia, the now-defunct TV manufacturing division of CBS Inc. Until his retirement last year, he was a CBS vp & board member. Last month he was elected to board of Wells-Gardner, big private-label TV-radio-phono manufacturer partially owned by ITT. He is survived by daughter, 2 sons, 8 grandchildren.

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Storm-damaged GE radios will be repaired or replaced at special prices, under program instituted in locations officially designated as disaster areas as result of last March's East Coast storms. GE service centers will offer free inspection, repairs at cost, or special replacement price for sets damaged beyond repair.

Wireless remote control for antenna rotors is being offered by Cornell-Dubilier. Ultrasonic unit, which looks like TV remote, is offered with receiver unit which forms base for regular CDR rotator. Transmitter-receiver combination lists at $54.95.

Ford shareholders will vote May 24 on proposal to split stock 2 for 1 and double authorized capital shares to 415,315,350 from 207,657,675. If approved, split will be effective May 31.

RCA Sees Record Half: Before overflow crowd of 1,400 contented stockholders in NBC Studio 8H & environs, RCA Chmn. Brig. Gen. David Sarnoff last week predicted record first half in sales & earnings this year. "The momentum of our record-breaking first quarter has continued through April," he said, "to produce the highest sales & earnings of any first third of a year in RCA's 43-year history."

"Our major down payments on the future have now been made," Pres. Elmer Engstrom told shareholders. And he was followed by executive heads of 5 principal operating areas, who detailed progress in military, international, service, data processing, consumer & broadcasting fields.

"Our investment in color already appears to be one of the soundest your company has ever made," said Engstrom in introducing group exec. vp W. Walter Watts. Watts said RCA's color tube facilities are "being taxed beyond our current production capacity" and that RCA's share-of-market has improved this year in b&w TV, radio, phonos & tape recorders.

NBC Chmn. Robert W. Sarnoff, pointing out parenthetically that NBC's "management team [is] the most stable in the business," predicted that 1962 would be network's biggest year.

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Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
Baltimore Radio Show	Q	$0.10	June 1	May 15
Gen'l. Tire & Rubber	Q	.10	May 31	May 18
P. R. Mallory	Q	.35	June 11	May 11
Siegler	Q	.10	June 1	May 15
Sonotone	Stk.	4%	June 29	June 1
TV-Electronics Fund	—	.08	May 31	May 8
Whirlpool	Q	.35	June 10	May 11

Admiral has confirmed that it will import 50,000-100,000 six-transistor radio chassis from Japan this year (Vol. 2:6 p8). Other import news: Matsushita is notifying its U. S. dealers that it will stay out of price-cut rat-race and that its 6-transistor radio prices will remain firm, despite cuts to $14.95 by several U. S. manufacturers. Its 6-transistor set listing at $24.95 will be sold with plug-in external speaker thrown in (normally $7.95) at no additional cost, in first of series of announced promotions. Meanwhile, Mitsubishi announced that its 6-in. battery TV, weighing 6 lb., will be sold in U. S. in late summer or early fall (Vol. 2:18 p9). Dimensions were given as 4¾x 6x6½-in.

EIA legislative actions: The industry association last week endorsed bill (HR-6354) introduced by Rep. Celler (D-N.Y.) which would subject phono record counterfeiters to maximum penalties of $10,000 fine & 10 years in prison. It also opposed proposals in Administration's tax bill (HR-10650) to correct tax abuses in foreign area as "unworkable" and maintained that low-tax foreign trading subsidiaries of U. S. companies help them to sell competitively in foreign markets and create jobs at home.

Taft Bcstg. was listed for trading on New York Stock Exchange May 2. Symbol: TFB. Listed were 1,578,938 outstanding common shares, 15,317 shares reserved for bonuses, 15,624 reserved for issue under Taft's stock option & bonus program.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Admiral	1962—qtr. to Mar. 31	$49,135,496	$1,187,956	$ 509,957	$0.21	$ 2,417,261
	1961—qtr. to Mar. 31	42,432,930	302,910	204,113	.08	2,408,836
American Bosch Arma	1962—qtr. to Mar. 31	31,965,118	—	693,777	.36	1,902,041
	1961—qtr. to Mar. 31	34,556,429	—	612,946	.31	1,902,041
Arvin Industries	1962—qtr. to Apr. 1	18,832,372	973,603	474,508	.40	1,186,270
	1961—qtr. to Apr. 1	13,603,720	(65,107)	(31,117)[1]	—	1,137,609
Chris-Craft Industries (formerly NAFI Corp)	1962—qtr. to Mar. 31	17,860,000	859,240	469,240	.36	1,314,116
	1961—qtr. to Mar. 31	17,380,269	954,971	544,971	.41	1,314,116
Clevite	1962—qtr. to Mar. 31	25,972,229	3,839,350	1,852,350	.96[2]	1,892,966
	1961—qtr. to Mar. 31	22,697,974	2,375,550	1,169,550	.60[2]	1,884,713
Cohu Electronics	1962—qtr. to Mar. 31	1,570,660	—	(14,321)	—	1,428,301
	1961—qtr. to Mar. 31	2,101,507	—	209,155	.15	1,417,321
Erie Resistor	1962—qtr. to Mar. 31	6,991,486	—	255,467	.28	798,806
	1961—qtr. to Mar. 31	5,814,994	—	128,629	.13	798,806
Esquire Radio & Electronics	1961—year to Dec. 31	4,939,963	147,470	81,601	.20	417,650
	1960—year to Dec. 31	4,296,250	267,065	137,786	.33	417,650
Ford Motor	1962—qtr. to Mar. 31[9]	1,999,700,000	261,500,000	127,700,000	2.32	55,054,897
	1961—qtr. to Mar. 31	1,461,100,000	148,800,000	76,200,000	1.39	54,933,327
General Dynamics	1962—qtr. to Mar. 31	525,187,133	11,190,798	10,736,196	1.07	9,997,064
	1961—qtr. to Mar. 31	507,524,954	8,233,076	4,194,076	.42	9,997,076
Hoffman Electronics	1962—qtr. to Mar. 31	12,234,879	382,085	183,085	.11	1,537,312
	1961—qtr. to Mar. 31	16,098,315	533,668	256,668	.16	1,530,254
International Resistance	1962—15 wks. to Apr. 15	8,391,400[3]	1,480,596	680,896[3]	.48	1,433,388
	1961—15 wks. to Apr. 15	6,495,550	1,243,106	566,906	.40	1,386,998
ITI Electronics	1962—year to Jan. 31	770,000	—	(42,900)	—	289,987
	1961—year to Jan. 31	541,000	—	(52,200)	—	275,387
Meredith Publishing	1962—9 mo. to Mar. 31	52,845,770	—	2,413,174	1.81	1,331,212
	1961—9 mo. to Mar. 31	43,961,618	—	1,347,503	1.02	1,323,866
Microwave Associates	1962—6 mo. to Mar. 31	6,311,000	—	312,000	.31	1,012,200
	1961—6 mo. to Mar. 31	4,806,000	—	295,600[4]	.30[4]	996,200
National Union Electric	1962—qtr. to Mar. 31	9,277,165	—	348,507	.06	5,747,479
	1961—qtr. to Mar. 31	8,435,293	—	151,028	.03	5,747,579
Paramount Pictures	1961—year to Dec. 30	115,514,000	7,473,000	7,148,000[5]	4.23[5]	1,688,531
	1960—year to Dec. 31[6]	124,289,000	10,379,000	7,026,000	4.20	1,673,231
Siegler	1962—9 mo. to Mar. 31	83,484,099	5,561,316	2,904,531	1.26[2]	2,258,116
	1961—9 mo. to Mar. 31	73,646,826	4,468,558	2,330,228	1.03[2]	2,258,116
	1962—qtr. to Mar. 31	25,261,497	1,445,556	700,014	.30[2]	2,258,116
	1961—qtr. to Mar. 31	24,592,863	934,838	553,363	.24[2]	2,258,116
Taft Bcstg.	1962—year to Mar. 31	10,950,000	4,006,000	1,900,000	1.20	1,578,893
	1961—year to Mar. 31	11,086,717	3,350,003	1,580,003	1.00	1,578,893
	1962—qtr. to Mar. 31	2,976,642	—	520,188	.33	1,578,893
	1961—qtr. to Mar. 31	2,643,908	—	375,703	.24	1,578,893
TelePrompTer	1961—year to Dec. 31	4,921,319	—	(884,604)[7]	—	738,410
	1960—year to Dec. 31	4,841,043	—	51,969	.09	685,811
Tung-Sol	1962—13 wks. to Mar. 31	18,311,554	943,855	448,855	.42[2]	926,786
	1961—13 wks. to Mar. 31	15,282,327	570,011	274,011	.24[2]	925,783
TV Development	1962—year to Feb. 28	—	—	84,485	.38	—
	1961[8]	—	—	—	—	—
Warner Bros.	1962—6 mo. to Mar. 3	44,079,000	—	4,074,000	.84	4,830,052
	1961—6 mo. to Mar. 3	47,008,000	—	3,564,000	.79	4,830,052
Wells-Gardner	1962—qtr. to Mar. 31	4,380,000	117,000	62,000	.15	422,400
	1961—qtr. to Mar. 31	4,085,000	60,000	35,000	.08	422,400

Notes: [1] After $33,990 tax credit. [2] After preferred dividends. [3] Record. [4] Before non-recurring income of $70,900 (7¢ a share). [5] Includes $1,480,000 (88¢) profit on sale of investments. [6] Revised by company. [7] Includes special charge of $285,263. [8] Comparison not available. [9] Includes Philco.

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WEEKLY **Television Digest**

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FCC FRETS OVER ALL-CHANNEL LAW 'LOOPHOLE,' fearing "token" uhf tuners will be made unless law gives Commission power to specify performance relative to vhf tuners (p. 1).

PREVIEWING—BY AFFILIATES AND/OR NAB—coming to head, with industry and govt. agreeing at least on wisdom of more station foreknowledge of programs (p. 2).

PARTIAL AM FREEZE WHILE FCC STUDIES CROWDING ordered by Commission. Existing applicants safe—but newcomers are sharply curbed (p. 2).

WHO WATCHES ETV, HOW MUCH & WHY. Extensive survey shows up to 25% of set owners in ETV area view regularly, find it more interesting than commercial offerings (p. 3).

'SEX & VIOLENCE' HEARING DULL & QUIET as TV network chiefs calmly deny Dodd Juvenile Delinquency Subcommittee charges that networks ordered injection of sex & violence into series. Stanton, Kintner, Goldenson slated to appear May 14 (p. 3).

Consumer Electronics

REMOTE CONTROLS constitute smaller segment of market than previously believed; special census of 13 manufacturers (excluding Zenith) shows only 185,905 produced last year (p. 7).

100 STEREO STATIONS now on air, as set makers prepare campaign for table-model stereo radios. Directory of stereo stations in 30 states & Canada (p. 8).

BANNER YEAR AHEAD FOR SET MAKERS? Combined first-quarter profits of 9 volume TV-radio producers climbed to $12.7 million from $6.1 million in 1961's opening quarter as sales soared to $316.5 million from $252.2 million (p. 8).

FIRST 1963 LINE. RCA's is short, features 4 color & 4 b&w combos at lower starting prices; 23-in. table model at $189.95, down $10. Color prices relatively unchanged (p. 10).

TV SALES UP 18%, radio up 7.5% for first quarter, EIA distributor-to-dealer figures show. Uhf set production set 2-year record in March (p. 11).

FCC FRETS OVER ALL-CHANNEL LAW 'LOOPHOLE': FCC is mighty pleased that House passed bill requiring that all sets shipped in interstate commerce be capable of getting both vhf & uhf. But the more it thinks about it the more it fears that law will have no teeth—that some manufacturers will put mere token uhf tuners in sets to comply with letter of law—dragging all other set makers down with them and frustrating whole purpose of the legislation.

Commission is expected to ask Senate, therefore, to amend House-passed bill to give FCC power to specify minimum performance of uhf sets. Law would say that sets must be "capable of effectively receiving uhf"—or similar language.

Absolute uhf tuner noise & sensitivity figures aren't contemplated by Commission. Rather, it would specify figures relative to the vhf tuner in set. Thus, manufacturer could put whatever performance he wanted into set—but ratio between vhf & uhf performance would be constant. In other words, he couldn't put good vhf & poor uhf tuners in same set. Obviously, reasoning is this: set-maker has to be competitive in vhf performance; therefore, his uhf performance would be competitive, automatically, under FCC rules.

Commission has no intention of requiring maximum possible uhf performance. Furthermore, it doesn't propose to pick figures out of air. Rather, it would go through full rule-making proceedings, giving whole industry chance to present views. FCC believes it can come up with specifications manufacturers can live with, just as they do with FCC transmitter requirements. In addition, it believes that reputable set makers would welcome this curb on unscrupulous competitors. Under version passed by House, Commission believes, it couldn't win either civil or criminal suit against maker of sets with token uhf tuners. House version says only

that set must be "capable" of receiving uhf—and FCC believes set performance would have to be incredibly bad before it could win in courts.

Manufacturers' "it-can't-happen-here" thinking is rapidly dissipating, now that passage of law seems assured. EIA's consumer products staff chief L. W. Sandwick reports that 14 out of 15 set makers he phoned last week urged him to try to dissuade Senators from passing measure. Commerce Committee meets on it May 18. Sandwick insists that consumer is being misled by talk of $20-$25 extra for uhf-vhf set. He cites own example: Bought uhf strip & antenna wholesale from manufacturer, had installation done by local technician—total, $74. One set maker, he said, who wouldn't even discuss matter before, kept him on phone 40 minutes last week demanding information to send to his senator.

Another matter raised by tuner makers, according to Sandwick: tuners left unused for long periods can become useless—lubricant drying out, contacts corroding.

PREVIEWING—BY AFFILIATES AND/OR NAB: More affiliate pre-knowledge of network offerings—so that stations can use own judgment in accepting or rejecting programs—is one certain trend developed from furore out of Washington in recent months. The big uncertainty is where NAB and its Code Review Board fit into picture.

CBS remains the major opponent of NAB previewing, believes experience with association's preview of abortion-theme *The Benefactors* bears out its judgment (Vol. 2:17 pt et seq.). NAB's evaluation of show, CBS program practices vp Joseph Ream told affiliates last week, was "timid & negative." CBS Pres. Frank Stanton gave group this picture of Code Authority previewing:

"Experimentation, innovation, all chance-taking would cease as a group of timid well-meaning men took over the responsibility of deciding what was to be shown on 50 million receivers.

"We believe that the programming prerogative should be kept where it belongs—in the hands of the individual broadcaster. We believe in pre-screening—but for you."

Man to watch now is Sen. Pastore (D-R.I.), chmn. of Commerce Communications Subcommittee. He blew his easily-blown stack about ABC-TV's famed sex-violence *Bus Stop* episode, called network chiefs in and asked them to do something to avoid similar presentations. NAB Pres. Collins last week said he was "gravely concerned" about CBS's position but ventured no further comment pending discussions with Stanton. As for FCC, we find substantial satisfaction with networks' increased efforts to give affiliates foreknowledge of coming program events.

PARTIAL AM FREEZE WHILE FCC STUDIES CROWDING: Surprisingly sudden action by FCC is partial freeze on AM stations—its first move to curb much-talked-about "overpopulation" in radio. All existing applications pending as of May 10 are safe, will be processed by Commission. But applications will be accepted henceforth only for certain categories.

FCC's action was pitched to engineering standards, no direct talk about economics or program quality—thus making move less vulnerable to court challenges, for there will be challenges by disappointed prospective applicants. Commission still has big backlog of applicants to consider, even though it's cutting influx drastically. As of March 31, there were in non-hearing status 431 applications for new stations, 472 for major changes. In hearing status, there were 174 for new stations, 49 for changes.

Commission will continue to accept 3 kinds of applications: (1) Class IV local stations seeking to increase power from 250 to 1,000 watts or from 100 to 250 or 500 watts. (2) New Class II-A stations specified in Sec. 3.22 of rules. (3) "Applications for other facilities, except new 100 watt Class IV proposals, where a showing has been submitted to demonstrate that the proposed operation (i) would bring a first interference-free primary service, day or night, to at least 25% of the area or 25% of the population within the proposed interference-free service contour; and (ii) would not cause any objectionable interference to existing stations, and would not involve prohibited overlap, as signified in Sec. 3.37 of the rules, with existing stations."

FCC secret was well kept, commissioners taking pains to preclude sudden flood of applications by those anticipating freeze. Applications for new stations and major changes have been averaging about 40 monthly, and FCC staff expects acceptable applications to run no more than 15-20 monthly from now on.

Commission called the freeze, it said, to study its engineering standards which have been constantly eroded through the years. But, it has been made clear by commissioners—notably Chmn. Minow and Comr. Ford—that they're concerned about program deterioration stemming from heavy competition. This has been a major tenet of NAB Pres. Collins. FCC has agreed to a Commission-industry parley on subject, expected this fall.

In its announcement, FCC noted that AMs had increased from 955 in 1945 to 3,871 today, that this has produced plenty of local outlets and competition—but hasn't done much to bring good signals to "white" areas—outlying regions without primary service.

So, Commission said it will start a rule-making proceeding to examine its whole engineering policy —while calling a partial halt to aggravation of problem.

Good many station lawyers asserted immediately that FCC action is illegal, that it can't impose such freeze without rule-making—agreeing with dissenting Comr. Hyde, who argued that move is "substantive policy decision" rather than mere procedural move.

While clamping down on AM, FCC noted that it will soon unfreeze FM (Vol. 2:18 p3), urged AM applicants to "give serious consideration to the greater coverage possibilities provided, both day & night, in the FM band." It announced that it had instructed staff to draft decision with table of channel assignments.

WHO WATCHES ETV, HOW MUCH & WHY: Most extensive survey of ETV viewing habits to date —32,000 phone & personal interviews—has been completed by Dr. Wilbur Schramm of Institute for Communication Research, Stanford U., under $40,000 U.S. Office of Education grant.

Some of findings: (1) Up to 25% of set owners in community with ETV station watch it regularly, say they find it more interesting than commercial TV. (2) Vhf educational outlet has 10-25% of adults in its area tuned in regularly (at least 4 times a week); uhf is watched regularly by only 2.5%, but they spend more time viewing ETV. (3) Average ETV viewer is more educated than non-viewer, has higher income, is more civic- and cultural-minded.

Survey was made among audiences of a state ETV network, 2 community non-commercial stations, outlet licensed to school district, university station, uhf in vhf market. Each station broadcasts daytime lessons to average of 100,000 school children.

Summary by National Educational TV & Radio Center: "All of these findings lead to the conclusion that once viewers are somehow exposed for a reasonable time to educational programs, they adapt their views of 'fun' to include a wider range of programs." Complete findings will be published in book form within a year.

'SEX & VIOLENCE' HEARING QUIET & DULL: Anticipated repeat performance of hectic *Bus Stop* hearing (Vol. 2:5 p3) failed to materialize last week, as network executives calmly insisted to Sen. Dodd (D-Conn.) and his Juvenile Delinquency Subcommittee that they haven't deliberately injected sex & violence into TV programming.

Dodd concentrated on 4 filmed series: ABC's *Untouchables*, CBS's *Route 66*, NBC's *Man and the Challenge* & *Whispering Smith*. Witnesses: ABC-TV Acting Pres. Thomas Moore, CBS-TV Pres. James T. Aubrey Jr., NBC-TV Exec. vp Walter D. Scott.

Subcommittee screened portions of *Route 66* episodes at start of hearing, and CBS vp & general attorney Thomas K. Fisher immediately protested to Dodd, requesting entire programs be shown. He charged it was "unfair" to attempt to judge merits of story from random clips. Dodd asserted that subcommittee hadn't chosen scenes just to make a case, said that at previous hearings he had offered to run entire films.

That about ended day's excitement. Aubrey quietly & methodically countered subcommittee's questions, said he was sticking by his statement made at FCC hearings (Vol. 2:5 p2 et seq.). "As far as CBS is concerned," he declared, "there were no instructions to inject sex & violence into shows." Asked about some of harsher scenes in *Route 66*, he said that sex & violence do exist in life, that CBS attempts to portray life as it is but without "salacious smut or excessive brutality."

Dodd produced documents containing correspondence between network, affiliates, ad agencies, sponsors, etc., criticizing various aspects of series. Aubrey admitted there were differences of opinion, said

judgments must be made on final product appearing on screen rather than earlier correspondence or scripts. After Dodd cited *Chicago Tribune* review of episode, calling show "sadistic," Aubrey produced review of series from *National Parent Teachers Magazine*, which praised it. "A review is a review," he contended, "the point is that critics differ as much as anybody else."

Dodd quoted from memo to CBS-TV Hollywood program vp from Howard G. Barnes, CBS-TV Hollywood dir. of programs, in which latter said Aubrey wanted more "broads, bosoms & fun" in *Route 66*. Aubrey said that "it's quite easy for people in this business" to use such words in interpreting "a request for wholesome, attractive girls rather than neurotic unpleasant girls." But, he added, "I can't be blamed for the interpretation."

NBC's session was even less controversial. Subcommittee staffers appeared to be floundering in attempts to prove network tried to beef up *Man and the Challenge* with sex & violence. Scott claimed series was lacking in action, contained no romantic interest, and network merely wanted to add excitement.

ABC-TV's Moore came in for sharp questioning about violence & brutality in *The Untouchables* and *The New Breed*. Dodd commented on dismissal of Norman Retchin, a former *Untouchables* producer, said he apparently was fired because he objected to excess sex & violence in series. Moore pointed out Retchin was employee of Desilu, not ABC, but said he wasn't dismissed because of objections to show, but for other reasons. Dodd commented that it seemed to be "pattern" that people that protest sex & violence have been fired at all 3 networks.

Queried about *New Breed* episode in which girl was kidnaped and threatened with death from hand grenade, the ABC-TV chief said series wasn't intended to be a children's program, was okayed by network's continuity acceptance dept. In reply to subcommittee staffer's point that average *New Breed* episode drew audience of 2 million under 17 years, 1.4 million under 13, Moore said these were small percentages of total audience.

Hearings resume May 14, with CBS Pres. Frank Stanton, NBC Pres. Robert E. Kintner, ABC Pres. Leonard H. Goldenson.

Personals

Vincent A. Francis promoted to ABC-TV Western div. sales vp. . . . Leonard E. Strobel promoted to ABC Films operations dir. . . . Hugh O. Potter, radio WOMI Owensboro, Ky. gen. mgr., named NAB radio PR committee chmn. . . . Jack Murphy promoted to KOOL-TV Phoenix station mgr.

F. R. (Mac) MacFarland, AT&T long lines programs & TV sales mgr., retires July 1 from position he originated 33 years ago; he's a 37-year veteran of AT&T.

Barbara Searles, ex-NBC producer-dir., named USIA TV production branch chief; Clark Pangle, ex-CBS Washington network news & special events producer, appointed a producer-dir.

Seymour "Sam" Stowe, FTC information chief, convalescing from heart attack at Arlington Hospital, Arlington, Va.

Thomas J. White named Avery-Knodel senior vp, N.Y. & exec. committee member; Roger H. O'Sullivan promoted to senior vp, Chicago; Edward W. Lier appointed TV-radio sales development dir.; Robert J. Kizer advances to TV sales dir., N.Y.; Donald F. McCarty promoted to radio sales dir., N.Y.

Allan Moll, ex-Sawdon Advertising Hollywood mgr., named KHJ-TV & KHJ Los Angeles news dir. . . . George Palmer, ex-WSAI-FM Cincinnati gen. mgr., rejoins WKRC-TV there as exec. news dir.

James H. Ferguson, ex-WMCT Memphis program dir., named WAGA-TV Atlanta program mgr., succeeding Horace P. Ray, who becomes Storer Programs operations mgr., N.Y.

Elizabeth Black, Donahue & Coe, wins SRA's Silver Nail Timebuyer of the Year Award; William H. Kearns, Ted Bates & Co., receives Gold Key Award for outstanding leadership in advertising; Marianne Monahan, Needham, Louis & Brorby, wins Chicago Timebuyer of the Year Award.

Obituary

Paul D. P. Spearman, 62, FCC's first general counsel, later founder of Spearman & Roberson Washington TV-radio law firm, died in Washington May 2 after long illness. One of industry's most colorful figures, he retired in 1952 after suffering stroke. As private practitioner, Spearman delighted both industry & FCC by breaking up serious & intense hearings with irreverent joshing about govt. processes, spiced with rare Southern similes. Four daughters survive. Burial took place in Hamilton, Ala. FCC adopted resolution "paying tribute to the memory of a respected former colleague and distinguished member of his profession."

Allen Parr, 49, CBS-TV Hollywood program dept. business mgr., died May 5 of a heart condition at his Brentwood, Cal. home. His widow, 2 sons, survive.

Upcoming Congressional probes into TV-radio as outlined by Rep. Rogers (D-Tex.) of House Commerce Committee in May 10 address to Station Representatives Assn.: (1) "Determination of program responsibility and possible censorship" including investigation of role of producers, sponsors, talent agencies, ad agencies, motion picture industry, networks, pressure groups, and FCC. (2) Pay TV. (3) FTC's surveillance of advertising. (4) Rating systems. (5) Network regulation. "If I were called upon to criticize your industry," said Rogers, "I think it would be for lack of courage, lack of willingness to fight for the things in which you believe, and to fight for them effectively." He urged broadcasters to press their viewpoints more vigorously, "whether it be the FCC or the networks that have created the issue."

NAB Radio Code Review Board members named by Pres. Collins: Cliff Gill, KEZY Anaheim, Cal., chmn.; Robert B. Jones Jr., WFBR Baltimore; Richard M. Fairbanks, WIBC Indianapolis; Lee Fondren, KLZ Denver; Richard H. Mason, WPTF Raleigh; Richard O. Dunning, KHQ Spokane; Elmo Ellis, WSB Atlanta; Herbert L. Krueger, WTAG Worcester; Robert L. Pratt, KGGF Coffeyville, Kan.

Newark uhf application will be filed "within a few weeks," according to former WNTA-TV producer Ed Cooperstein who said he's backed by a "large group of businessmen" whom he declined to identify. He plans to start with 3 p.m.-7 a.m. schedule, he said, adding 7 a.m.-3 p.m. later for 24-hour operation. Call letters WNJ-TV will be sought, he said, apparently unaware that FCC doesn't give TV-radio 3-letter basic calls any more.

WCKT Miami must lose Ch. 7, turn it over to Sunbeam TV Corp., FCC again ruled last week—denying WCKT's petition for reconsideration of July 26, 1961 decision (Vol. 17:31 p3). Commission held that Sunbeam was the only one of 4 original applicants which didn't attempt off-the-record influence on FCC. Sunbeam is to get license for only 4 months. Commission hasn't decided when WCKT must quit.

Vhf translator application for Goodland, Kan., has been set for hearing by FCC, following objection by KWHT-TV Goodland. Translator is to rebroadcast KHPL-TV Hayes Center, Neb. However, it's understood applicant, Goodland Chamber of Commerce, has changed plans and now proposes not to duplicate programs telecast by KWHT-TV; therefore, it's assumed FCC will call off hearing, grant application.

Scrambled Yeggs: N.Y. Police Dept. this week begins transmitting its lineup of suspected criminals to local precincts, using facilities of FCC's experimental WUHF (Ch. 31). To protect civil rights of suspects, picture is scrambled, using system developed by Teleglobe. Only Police Dept. receivers contain decoding circuits.

Reservation of Chicago's Ch. 20 for ETV is sought by education WTTW (Ch. 11) there. National Educational TV & Radio Center has asked FCC to change rules to allow use of microwaves including STL circuits for closed-circuit TV—and to permit ETV closed-circuit microwaves to be used for ETV broadcast purposes.

Uhf translator will beam programs of midwest airborne ETV project to Detroit area. Adler 100-watt unit will be located atop 285-ft. Maccabees Bldg. in Detroit, will repeat programs transmitted from circling plane 165 miles away.

TV-radio does more than entertain, despite implications to contrary by Senate Freedom of Communications Subcommittee, NAB industry affairs vp Howard H. Bell told 25th anniversary convention of Ohio Assn. of Bcstrs. He referred to subcommittee's report on proposed amendment to equal time provisions (Vol. 2:17 p3), in which group urged caution against rapid repeal of Sec. 315. In report, Subcommittee stated: "There seems to be a feeling on the part of some proponents of this type of legislation that those who are eminently qualified in the field of entertainment are better able to judge the format and content of political programs . . . than the candidates themselves." Bell called statement "unwarranted," said no one was better versed in effective use of broadcast medium than broadcaster.

NET will be 4th national network in "very few years" with sufficient money & support, according to Frederick Jauch, National Educational TV & Radio Center Public Information Dept. editorial dir. Writing in new NET publication: *A True Fourth Network: Why and How*, he says "perfect framework" for nationwide cultural & informational network exists today through NET's chain of 60-odd non-commercial stations across country. Jauch says network would consist of several hundred stations, telecasting to schools during day, to adults evenings & week ends.

First international TV programs & equipment fair will be held Sept. 10-19, 1962 in Palais des Congres Internationaux, Lyons, France. Fair is being organized by Lyons International Fair, with technical assistance of Radiodiffusion-Television Francaise. Event will feature aspects of TV program & film markets, and exhibits of production materials & equipment. U.S. contact is Henri Goldgran, International Entertainment Productions, 545 Fifth Ave., N.Y.

Opposition to govt. TV control—or more control—was voiced by majority of constituents polled by Reps. Minshall (R.-O.) & Avery (R-Kan.). Of 20,000 answering Minshall query whether they favored "tighter federal controls over TV programming," 39.3% answered yes, 49.3% no, 11.4% no opinion. Of 9,500 who answered Avery's "Do you believe federal government should have control over TV & radio programs?" 24% said yes, 67% no, 9% didn't know.

Communications satellite regulation problems were outlined by FCC general counsel Max D. Paglin in speech before 2nd National Conference on Peaceful Uses of Space at Seattle last week. He said system, expected to be operational by 1966, will have "formidable impact" on international relations. He predicted that rate-making procedures will be "thorny problem," requiring "perhaps some new concepts and novel approaches by the Commission."

Extra $1,517,000 for FCC's budget has been recommended to Congress by President Kennedy—$1,198,000 for computer, $184,000 for space communications staff, $135,000 for radio monitoring equipment. All have been discussed with House Appropriations Committee by FCC, and prospects for approval of all or most of funds are considered excellent. Total FCC budget sought is now $14,617,000.

American Civil Liberties Union attacked FTC for conducting open hearings and not allowing companies' lawyers to take active part. ACLU Exec. Dir. John d. J. Pemberton Jr. wrote FTC Chmn. Dixon that union is gravely disturbed about practices.

CATV-station joint ventures—instead of conflicts—are being promoted by Fred Lieberman, pres. of Telesystem Services Corp., Glenside, Pa. Former systems mgr. of Jerrold, he reports that his firm has provided "guidance" to 4 TV stations which have determined to enter CATV. "I do agree," he writes, "that as many TV stations as possible should exist—but why is it so difficult to convince broadcasters that they would do well to embrace CATV and benefit from it than to take a position of being noncommittal or even opposing it, while CATV continually grows and the broadcasters fail to derive the benefits available from this media?"

North Dakota-Minnesota parlay filed with FCC: (1) Ferris Traylor, principal of WTVW Evansville & WLKY Louisville, for approximately $615,000 plus procuring loan of $225,000, acquires 81% of KXGO-TV (Ch. 11) Fargo, KCND-TV (Ch. 12) Pembina & KNOX-TV (Ch. 10) Grand Forks. (2) Ch. 11 is to be moved to new tall tower near Hillsboro, N.D. (3) Ch. 10 is to be moved to Thief River Falls, Minn. Moves will double population within Class A contours of stations.

Counterfeit recording bill (HR-6354) should be clarified to protect radio stations which dub records onto tape systems, NAB general counsel Douglas A. Anello told House Patents, Copyrights & Trademarks Subcommittee. He said measure, designed to protect copyright owners against unauthorized duplications of recordings, should be amended to specify that reproduction is illegal only if done with specific intent of resale.

ETV by Peace Corps is being planned, first project tentatively scheduled for Colombia. Project probably will involve 15 Peace Corpsmen working with Colombian counterparts in country's govt.-owned TV network. By end of year, network is expected to cover 90% of country, including formerly isolated areas. FCC ETV div. chief Keith Engar, on loan to Corps, recently held technical discussions on project with Colombian officials.

New studios for educational WNDT N.Y. (Ch. 13) have been acquired at 9th Ave. & 55th St., site of old Town Theatre. Operating staff moves to 1657 Broadway about June 1. Pres. Dr. Samuel B. Gould & his immediate staff will have offices in Carnegie Endowment Bldg., 345 E. 46th St., where additional studio will be maintained. Last week, WPIX N.Y. announced it will contribute $250,000 to station over 5-year period.

NBC will consolidate Cal. facilities, moving o&o KRCA from Hollywood to Burbank. Plans call for construction of 20,000 sq.-ft. warehouse in Burbank, plus alterations to administration and studio buildings to house KRCA. Color studio facilities also will be expanded & modernized, will include already-installed technical switching center to be operated by computer.

Joint CATV development agreement has been concluded by H & B American Corp. and KEYT Santa Barbara, Cal. Firms now are associated in pending applications for San Luis Obispo, Atascadero, Paso Robles, Grover City, Morro Bay, Arroyo Grande, Shell Beach, Pismo Beach, Cayucos, Mission Hills, Vandenberg Village. Companies plan to file for additional unspecified communities.

"TV Free Film Source Book," published by Broadcast Information Bureau, 535 Fifth Ave., N.Y., is now available at $20. It covers 4,485 titles of PR films, indexed & cross-indexed, runs 525 pages. It's Vol. 4, No. 5; preceding volume was issued about 2 years ago.

"Hollywood Bread" doesn't have fewer calories than other brands; it's just sliced thinner, FTC hearing examiner ruled in initial decision in 3-year-old case against National Bakers Services, Chicago. Examiner Loren H. Laughlin found National had falsely advertised on TV & radio that bread had fewer calories, would reduce weight. "The evidence discloses," he said, "that all breads, when sliced in equal portions, have about the same caloric values, and on any weight-to-weight balance, there is no substantial difference in the caloric values of different breads." Decision is subject to review by Commission.

International medical TV & film conference in Milan, Italy, April 25-27, was attended by group from U.S. Council on Medical TV, journey financed by National Science Foundation. Conference was held under auspices of International Film, Telefilm and Documentary Market, with theme "The Present Status and Future Prospects of Television and Motion Pictures for Medical Education." U.S. delegation was headed by RCA Labs vp Dr. V. K. Zworykin and N.Y.U. medical school TV coordinator Dr. Leo Leveridge. Council will be host to Latin American and European medical TV representatives at annual meeting May 15-16, National Institutes of Health, Bethesda, Md.

AT&T's Telstar TV satellite now is scheduled for launching at middle or end of June. If launching is successful, 20-min. trans-Atlantic telecast may be attempted on 3rd orbit, when it is hoped Telstar will be over Atlantic and in line-of-sight of both England & U.S. for about 30 minutes.

First U.S. telecast of Yugoslav TV program will be carried on CBS o&o stations' *International Hour* series this season. Production will be a ballet, "The Legend of Ohrid." Yugoslavia is 10th country to join International program exchange project in which each participant contributes music or dance program. Series premiered May 3.

NCTA convention in Washington June 17-22 is "drawing a new record of registrations, as usual," according to Pres. William Dalton. Exhibitors signed to date total 35, compared with 26 last year.

Airborne pickups of Cuba's CMQ-TV, recorded aboard a DC-3 65-75 miles from Cuba, are giving CBS-TV excellent pictures—compared with the unsatisfactory ground pickups network has been getting at Key West, Fla.

TV will sell TV with showing of TvB's "The Salesmachine" on WPIX N.Y. 9-9:30 p.m. May 29. Program gives behind-scenes look at TV role in mass selling. TvB vp & gen. mgr. George G. Huntington was producer-director.

Duplication of TV studio-transmitter or intercity relay links, through use of more than one microwave channel, would be prohibited by rule proposed by FCC, which said that duplication is unnecessary & wasteful.

Allocations changes proposed by FCC: (1) Shift Ch. 44 from Pulaski, Tenn. to Huntsville, Ala., reserving it for ETV. (2) Shift Ch. 26 back to Anderson, Ind. from Richmond.

In-school TV programs from U. of Nebraska will be re-broadcast by KHOL-TV Holdrege & KHPL-TV Hayes Center, Neb., 8-9:30 a.m., beginning April 16, arranged through Neb. Council for ETV.

FCC Chmn. Minow speaks on satellite communications at May 24 luncheon of American Jewish Committee Washington chapter, at Washington Hotel.

KSYD-TV Wichita Falls names Advertising Time Sales national rep.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

REMOTE CONTROLS — TINY SEGMENT OF BUSINESS: First authoritative figures on TV wireless remote control production unearthed surprising fact: Except for possibly one manufacturer, remote-control business is far smaller than it was previously believed.

Remote-control census conducted by Television Digest, using an established statistical technique which guarantees absolute security to participating companies, covered 13 major TV producers. Only Zenith —by far the biggest factor in remote-control business—declined to participate.

Survey showed that only 3.7% of TV sets made by 13 manufacturers (for names, see below) last year were equipped with remote-control units. In actual numbers, these 13 manufacturers built 185,905 remote-control sets. Since manufacturers covered in survey included virtually all set makers who have remote-control models (except Zenith), it's safe to assume that only about 186,000 sets out of 5 million produced last year (approximate total TV set production excluding Zenith) contained remote units.

More than 60% of remote-control sets made last year were in "19-in. or smaller" category—reinforcing industry comments that biggest remote-control market is for bedroom sets (Vol. 2:15 p11). Actual breakdown was: 114,211 remote sets 19-in. or smaller (61.4%), 71,694 sets 21-in. or larger (38.6%).

The 13 manufacturers predict about 17% increase in remote-control sales this year over last, with slightly heavier emphasis on small-screen sets. Total anticipated 1962 production of remote sets is 217,350, of which 135,850 (62.6%) will be in sets of 19-in. or smaller, 81,500 (37.4%) in sets 21-in. or larger.

Where does Zenith fit into this picture? It certainly seems to be only company making any real hay out of remote controls. In our remote-control roundup last month (Vol. 2:15 p11), Zenith Sales Corp. Pres. Leonard C. Truesdell is quoted as saying "Zenith makes several times as many remote sets as all others combined."

We asked Truesdell to comment last week on our remote-control census figure of 3.7%. "You can multiply that many times to get the share of our business represented by remote controls," he replied. "This is a feature which must be promoted," he added, "and we've spent 3 to 4 times as much as the rest of the industry combined in promoting remote control—we've spent $6-$7 million in advertising alone on that one feature."

If you assume that remote-control units comprise 20% of Zenith's output (and it's just an assumption), on an industry-wide basis remotes still would constitute less than 7% of total production. This is lower than most people in industry have believed—since consensus as recently as last month indicated belief that 9-10% of industry output was remote-equipped (Vol. 2:15 p11).

Here is at-a-glance tabulation of 13 manufacturers' total remote-control TV production for 1961 and anticipated 1962 output (in units):

	1961	1962
19-in. or smaller	114,211	135,850
21-in. or larger	71,694	81,500
TOTAL	185,905	217,350

Remote-control census was conducted from Jan. to May of this year. Companies included in tabulation: Admiral, Emerson (including Du Mont), GE, Magnavox, Motorola, Olympic, Packard Bell, Philco, RCA, Sylvania, Warwick, Wells-Gardner, Westinghouse.

100 FM STATIONS NOW STEREOCASTING: FM stereo has passed major landmark—exactly 100 stations are now known to be broadcasting stereophonically, in 30 states & Canada.

Thus, as radio & phono makers prepare for big new FM-stereo push at new-line showings, they now can point to stereocasting operations in most major U.S. population centers. Most manufacturers now are supplying phono consoles with FM stereo in quantity, and this month & next, nearly all radio makers who haven't already done so are expected to show table-model stereo radios.

Big push is already on for FM stereo as added feature of phono consoles; by fall, step-up stereo table model campaign should begin in earnest—although several early birds have been in this field for some time already.

Here's list of all 100 FM stations now broadcasting stereophonically:

FM STATIONS NOW BROADCASTING STEREOPHONICALLY

ALABAMA
Birmingham — WCRT-FM, WSFM

ALASKA
Anchorage — KBYR-FM

ARIZONA
Phoenix — KEPI, KNIX

CALIFORNIA
Fresno — KCIB, KXQR
Los Angeles — KCBH, KFMU, KMLA, KRHM
Riverside — KDUO
Sacramento — KSFM
San Diego — KGB-FM, KLRO, KPRI
San Francisco — KBAY-FM, KPEN
San Jose — KSJO-FM
Santa Barbara — KMUZ
Santa Maria — KEYM
Visalia — KONG-FM
Walnut Creek — KWME

DELAWARE
Wilmington — WJBR

DISTRICT OF COLUMBIA
Washington — WASH, WHFS

FLORIDA
Miami — WAEZ, WVCG-FM
Orlando — WHOO-FM
Pensacola — WPEX-FM
Sarasota — WYAK

ILLINOIS
Chicago — WFMQ, WFMT, WEFM, WKFM, WSBC-FM
Quincy — WGEM-FM
Rock Island — WHBF-FM

INDIANA
Indianapolis — WISH-FM

IOWA
Des Moines — KDMI

KANSAS
Lawrence — KANU

KENTUCKY
Lexington — WVLK-FM

MARYLAND
Baltimore — WAQE-FM

MASSACHUSETTS
Lynn — WUPY
Waltham — WCRB-FM

MICHIGAN
Detroit — WDTM, WGPR-FM, WLDM, WOMC
East Lansing — WSWM
Grand Rapids — WJEF-FM, WOOD-FM
Midland — WQDC

MINNESOTA
Minneapolis — KWFM, WAYL

MISSOURI
Kansas City — KCMO-FM
St. Louis — KCFM, KSHE

NEBRASKA
Omaha — KQAL-FM

NEW JERSEY
Dover — WDHA-FM
Long Branch — WRLB

NEW YORK
Garden City — WLIR
New York — WQXR-FM, WTFM
Schenectady — WGFM
Syracuse — WSYR-FM

NORTH CAROLINA
Burlington — WBBB-FM
Greensboro — WMDE

OHIO
Akron-Barberton — WDBN
Cleveland — WDGO, WNOB
Columbus — WBNS-FM
Findlay — WFIN-FM
Middletown — WPFB
Portsmouth — WPAY-FM

OREGON
Eugene — KFMY, KWFS-FM
Portland — KGMG, KPFM

PENNSYLVANIA
Johnstown — WJAC-FM
Norristown — WIFI
Philadelphia — WFLN-FM
Pittsburgh — WKJF
Wilkes-Barre — WYZZ

RHODE ISLAND
Providence — WPFM

SOUTH CAROLINA
Spartanburg — WSPA-FM

TENNESSEE
Nashville — WNFO-FM

TEXAS
Austin — KTBC-FM
Dallas — KIXL-FM
Houston — KFMK, KODA-FM

VIRGINIA
Norfolk — WYFI
Richmond — WFMV

WASHINGTON
Seattle — KETO-FM, KISW, KLSN

WEST VIRGINIA
Charleston — WKNA

WISCONSIN
Milwaukee — WMKE, WTMJ-FM

CANADA
Toronto — CFRB-FM, CHFI-FM

BANNER YEAR AHEAD FOR SET MAKERS?: TV-radio manufacturers are off & running in 1962's opening months. First-quarter reports already in, coupled with manufacturers' optimistic forecasts, indicate that banner year for both profits & sales is in the making.

Combined first-quarter sales of 9 manufacturers whose principal revenue stems from home electronic products leaped to $316,498,898 from $252,178,831 in 1961's opening quarter. Their profits more than doubled to $12,683,796 from $6,131,006—and latter figure is after deducting total of $1,196,009 in losses posted by 2 manufacturers in year-ago quarter.

Equally impressive getaway was scored by 5 giant multi-product companies in which TV-radio products account for only portion of over-all sales & profits. GE, GT&E (Sylvania), RCA, Siegler (Olympic) and Westinghouse produced combined first-quarter sales of $2,329,199,497—up sharply from $2,212,932,863 a year earlier. Their combined profits jumped more than $20 million to $101,103,014 from $80,415,363.

Particularly significant, each of 14 companies improved both sales & profits—some impressively. Zenith & RCA posted record sales & profits in 1962's first quarter. Motorola had record sales (see financial table), as did GT&E. Each of 14 companies produced profit, compared with 2 that fell into red in year-ago quarter. Latter firms scored impressive comebacks: Packard Bell reversed first-quarter 1961's $1,164,892 loss with $186,751 profit as sales soared to $11,730,615 from $7,701,466; Arvin Industries came back from $31,117 loss with $474,508 first-quarter profit on a sales gain to $18,832,372 from $13,603,720.

Major profit gains were registered by Motorola (to $2,445,944 from $802,977), Admiral ($509,957 from $204,113), Magnavox ($2,435,000 from $1,430,000), Zenith ($4,728,794 from $3,446,030), Wells-Gardner ($62,000 from $35,000). Each of 9 volume TV-radio producers posted sharp sales gains. Pacing gain parade were Motorola (to $77,017,162 from $60,418,737), Zenith ($81,520,763 from $63,965,865) and Magnavox ($43,000,000 from $32,207,000).

Among multi-product giants, most impressive profit gains were scored by GE (to $55,963,000 from $42,476,000) and Siegler ($700,014 from $553,363). Each of remaining 3 improved profits by $2-3 million. All but Siegler showed marked sales improvement, and boosted sales to $25.3 million from $24.6 million.

RCA already is on record with forecast for peak year (Vol. 2:17 p12). "We expect this year to be one of the most rewarding & productive in the history of our company," Chmn. David Sarnoff & Pres. Elmer W. Engstrom said in announcing record first quarter. They forecast continuing upward trend for balance of year. GT&E also foresees record sales & earnings in 1962. Chmn. Donald C. Power, reporting that Sylvania doubled profits in first quarter (Vol. 2:17 p12), noted that GT&E "anticipates continued progress in Sylvania's sales & earnings during the remainder of the year."

Motorola, which tripled first-quarter earnings on record sales, paced its performance with a 55% gain in consumer products sales. Pres. Robert W. Galvin said consumer products gain "results mostly from a substantially greater increase in our TV sales than the industry in general experienced. We expect to maintain this trend through the year." Galvin, forecasting 2nd-quarter results, said: "We anticipate the largest sales volume in our history for this period and earnings which will be at least approximate record performance."

With only few major TV-radio manufacturers still to be heard from—Emerson, Muntz TV, Pacific Mercury, Trav-Ler—here's 1962-vs.-1961 first-quarter performance of 9 volume producers:

	Sales		Earnings	
	1962	1961	1962	1961
Admiral	$ 49,135,496	$ 42,432,930	$ 509,957	$ 204,113
Andrea	1,455,312	1,419,017	87,185	62,473
Arvin	18,832,372	13,603,720	474,508	(31,117)
Magnavox	43,000,000	32,207,000	2,435,000	1,430,000
Motorola	77,017,162	60,418,737	2,455,944	802,977
Packard Bell	11,730,615	7,701,466	186,751	(1,164,892)
Stewart-Warner	29,427,178	26,345,096	1,743,657	1,346,422
Wells-Gardner	4,380,000	4,085,000	62,000	35,000
Zenith	81,520,763	63,965,865	4,728,794	3,446,030
TOTALS	$316,498,898	$252,178,831	$12,683,796	$6,131,006

Here's how 5 multiproduct manufacturers fared in first quarter:

GE	$1,100,566,000	$ 992,622,000	$ 55,963,000	$42,476,000
GT&E (Sylvania)	317,906,000	287,915,000	18,162,000	16,319,000
RCA	425,000,000	361,700,000	14,500,000	12,000,000
Siegler (Olympic)	25,261,497	24,592,863	700,014	553,363
Westinghouse	460,466,000	436,103,000	11,778,000	9,067,000
TOTALS	$2,329,199,497	$2,212,932,863	$101,103,014	$80,415,363

TV-RADIO PRODUCTION: EIA statistics for week ended May 4 (18th week of 1962):

	April 28-May 4	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	127,169	131,543	110,397	2,328,900	1,826,900
Total radio	341,596	352,278	278,212	6,400,206	4,995,393
auto radio	118,026	123,233	100,944	2,261,836	1,558,321

SHORT RCA LINE—COLOR, COMBOS, CUTS: There were few surprises in first of the 1963 lines—RCA's new b&w and color sets—shown at week's end to distributors in Chicago. Color line features 21 models; b&w line is somewhat shorter than current one, with 23 sets.

Lines feature 8 TV-radio-phono combos, 4 color & 4 b&w, starting lower than previously. Color combos start at "under $1,000" (vs. $1,500 for only color combo in line introduced year ago), while b&w combos begin with complete TV-radio-phono unit at "under $500," down from $525 year ago.

RCA indicated it's not going to try to compete in price with Motorola's 23-in. table model at $169.95—at least not at present. Its leader 23-in. set is priced at $189.95, just $10 below company's previous bottom price for 23-in. Table models start with 19-in. at $179.95.

All color & b&w sets in line (except table-model color sets) use bonded tubes. Color line is priced about same as current one ($495-$1,650), but incorporates chassis changes. Redesigned remote control system is incorporated in 7 color sets.

Console cabinets feature new finishes—such as parchment white, fruitwood cherry, black mahogany, Madrid walnut, natural cherry. B&w line has two 19-in. tables, three 23-in. tables, 4 compact consolettes, 10 consoles, 4 combos.

Next new-line show: GE distributor convention, beginning next week end, at Louisville.

TOPICS & TRENDS

Retail record sales "went over the half-billion-dollar mark for the first time in history" last year, Record Industry Assn. of America estimated last week on basis of preliminary surveys, in its 1961 annual report. Figures are based on list prices. RIAA also reported that about 38% of all LP records sold in 1961 were stereo, up from 26% in 1960—a 50% rise in one year.

Consumer electronic products are in variety stores to stay, according to survey in May 9 *Home Furnishings Daily*. Radios & phonos are staples in most chains, but TV is handled only in few stores. Here are highlights of *HFD's* chain-by-chain survey: Newberry, radios & phonos in 60% of 440 stores, TV in about 11; Kress, small radios in all 270 stores, phonos in 80%, TV in about dozen; Penney, radios & phonos in 400 of 1,700 outlets, TV in few, but expected to increase next fall; Woolworth, radios & phonos in 400-500 of 2,300 stores, TV in 25-30; Grant, radios & phonos in about 80% of 1,000 stores, TV unknown; McCrory-McClellan-Green, radios & phonos in 60% of about 500 stores, TV in outlets offering credit.

Symphonic will re-enter TV at Music Show in June, when it will introduce 2 lines. Regular Symphonic line will begin with 19-in. portable in $140 range, and "H-Series," using former Hoffman TV dies & circuits, will start at around $180.

Sylvania will have 3 color sets in its new line, to be shown June 6-7 at Chicago distributor meeting. Two of the sets will be priced below Sylvania's current single color model ($825 list). Sylvania plans to manufacture its own color chassis next year, after company's own color picture tube is available. Present Sylvania color chassis is made by Packard Bell.

"Fleetwood" trademark of home TVs has been sold by Conrac to Fleetwood Corp. of Canada—finalizing Conrac's withdrawal from home TV market to concentrate on broadcast, industrial & ETV fields.

Series of frame grid tubes developed for TV by Sylvania now includes RF amplifier, oscillator-mixer, IF amplifier & video output.

"Marketing Information Guide," annual Commerce Dept. directory of govt. periodicals, is available for 20c from Dept. field offices or Supt. of Documents, GPO, Washington 25.

Sony Corp. has obtained a U.S. patent for the tunnel diode and will grant licenses for its manufacture "on a royalty basis."

TV SALES UP 18%: Distributor-to-dealer sales of TV sets were nearly 18% ahead of 1961 in this year's first quarter, according to official EIA figures released last week. Radio sales for quarter were up about 7.5%. In March, TV sales were 16% ahead and radio sales 7.5% ahead of same 1961 month.

Production figures for same period were also up sharply. Interestingly, industry produced 48,323 uhf sets in March, highest total for any single month since Jan. 1960. Uhf output for March was more than double that of March 1961, and first-quarter uhf output is nearly double same 1961 period. In radio, both auto & FM categories were up sharply for first quarter.

Official EIA TV-radio distributor sales & production figures for first 3 months of 1962 with 1961 comparisons:

TV-RADIO DISTRIBUTOR SALES

Month	TV 1962	TV 1961	Radio (excl. auto) 1962	Radio (excl. auto) 1961
January	465,836	403,570	562,869	471,518
February	521,275	428,705	697,893	640,379
March	580,876	500,597	917,236	853,197
TOTAL	1,567,987	1,332,872	2,177,998	1,965,094

TELEVISION PRODUCTION

Month	Total 1962	Total 1961	UHF 1962	UHF 1961
January	488,869	367,935	39,609	25,270
February	541,494	444,418	46,715	24,514
March	659,251	497,458	48,323	21,450
TOTAL	1,689,614	1,309,811	134,647	71,324

RADIO PRODUCTION

Month	Total 1962	Total 1961	Auto Radio 1962	Auto Radio 1961	FM 1962	FM 1961
January	1,350,630	1,090,073	530,589	387,136	76,510	50,421
February	1,464,797	1,115,029	480,232	307,973	84,216	41,357
March	1,810,417	1,384,050	607,510	384,227	81,010	75,044
TOTAL	4,625,844	3,589,154	1,618,331	1,079,336	241,736	166,822

Offbeat advertising approach for offbeat product is being used by Conar Instruments (National Radio Institute) to advertise its build-it-yourself TV kit (Vol. 2:17 p8) in June *Scientific American*. Ad features busts of Benjamin Franklin & Thomas Edison, with captions: "I couldn't build one," "Neither could I." Ad copy points out that reader *can* build TV set—in fact, set shown in picture "was built by an advertising copywriter with the mechanical ability of a 2-toed sloth." It urges readers to build TV kits in name of intellectual curiosity—"even if you detest TV." Ad also emphasizes price, pointing out that kit costs $135, takes about 25 hours to build—and at overtime hourly rate of $40, this makes set worth $1,135, "the most expensive TV in your neighborhood." Money-back guarantee says "we may bleed a little, but we won't quibble."

Increasing use of outdoor FM antennas has inspired new Jerrold TX-FM, designated as "antenna splitter" to use TV antenna for FM reception. The $5.95 device separates FM from TV frequencies, filtering out FM band and feeding it to FM set.

New vidicon equipment: Blonder-Tongue is offering lightweight transistorized closed-circuit camera, with center horizontal resolution of 650 lines, at $850. RCA Electron Tube Div. has introduced 1-in. vidicon designed for compact ultra-lightweight transistorized TV cameras.

Radio Shack has placed $2 million in notes, with warrants, with an institutional investor, via Granbery, Marache & Co.

Trade Personals

Dr. Alfred N. Goldsmith, RCA senior technical consultant & electronics pioneer, elected honorary vp of RCA; only other person holding this title is **Dr. Vladimir K. Zworykin.**

John T. Morgan, ex-Philco, named Sylvania Home Electronics Corp. merchandising vp, a new post, headquartering in Batavia, N.Y.

Glenn E. Wallichs, Capitol Records, elected president of Record Industry Assn. of America.

Raymond L. Brittenham elected vp-gen. counsel, ITT.

Howard Hibschman named Pilot Radio mktg. mgr. . . . **S. J. Brechner** transferred to Westinghouse TV-radio Div., Metuchen, N.J. to "conduct special studies leading to the possible introduction of a substantially expanded line of home stereo equipment."

Nathan W. Aram promoted to Zenith vp-chief engineer, **Frederick L. Hedblom** advances to vp-works mgr.

Harold E. LaPoint appointed controller of Sylvania Parts Div., Warren, Pa., succeeding R. Stanley Doebler, resigned to join El-Tronics Inc. in Warren.

Joseph J. Sullivan, ex-Sylvania, appointed Sony Eastern region sales mgr., a new post. . . . **John N. Vogt** named Northwestern district mgr., Sylvania Tube Div.'s Pacific region.

Factory transistor sales in February jumped nearly 7 million units ahead of Feb.-1961's pace, but dropped in value by more than $1.5 million. EIA's report last week also showed unit sales ahead for 1962's first 2 months, dollar value lagging markedly behind. Here are EIA's official figures:

	1962 Units	1962 Dollars	1961 Units	1961 Dollars
January	17,238,376	$21,459,598	12,183,931	$22,955,167
February	20,239,880	24,151,155	13,270,428	25,699,625
Total	37,478,256	$45,610,753	25,454,359	$48,654,792

Production of components, tubes & semiconductors in 4th quarter 1961 rose 13% over preceding quarter, 14% from 4th quarter 1960, Commerce Dept.'s Business & Defense Services Administration reports. Total 1961 shipments were estimated 6% above preceding year, with similar gain expected in 1962. During 4th quarter, all major categories of components registered gains except receiving tubes, which slumped 8%. Complete tables are available from BDSA's Electronics Div., Washington 25.

Motorola stereo cocktail table was only furniture winner in home entertainment category of 1962 Versatility in Design & Use contest sponsored by Hess Brothers dept. store, Allentown, Pa. Citation was presented last week in N.Y.

Admiral has filed patent-infringement suit against Sears, Roebuck & Co., asking injunction and damages. Infringements are charged on wireless TV remote control and automatic record changer patents.

Schlumberger Ltd., parent of Daystrom, will publicly offer 700,000 shares by next month if SEC approves the $55 million transaction. Schlumberger family will retain controlling interest.

Dynamics Corp. of America, now traded on American Stock Exchange, will file next fall for listing on New York Stock Exchange.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Andrea Radio	1962—qtr. to Mar. 31	$ 1,455,312	——	$ 87,185	$0.34	254,136
	1961—qtr. to Mar. 31	1,419,017	——	62,473	.25	254,136
Automatic Radio	1962—6 mo. to Mar. 31	7,529,900	$ 1,013,400	477,600	.22[1]	2,038,415
	1961—6 mo. to Mar. 31	6,307,400	868,000	410,000	.19[1]	1,960,015
Clairtone Sound	1962—qtr. to Mar. 31	1,124,534	——	39,159	—	——
	1961—qtr. to Mar. 31	277,737	——	39,477	—	——
CBS Inc.	1962—qtr. to Mar. 31	128,550,576[3]	——	7,764,855[3]	.87	8,889,932
	1961—qtr. to Mar. 31	126,008,092	——	6,025,978	.68	8,896,813
Crowell-Collier	1962—qtr. to Mar. 31	16,989,671	——	226,869	.07	3,091,886
	1961—qtr. to Mar. 31	12,070,868	——	163,875	.05	2,957,236
Decca Records	1962—qtr. to Mar. 31	——	——	2,135,868	1.66	1,285,701
	1961—qtr. to Mar. 31	——	——	963,815	.75	1,285,701
Electronic Communications	1962—6 mo. to Mar. 31	14,487,863	347,235	197,335	.26	718,964
	1961—6 mo. to Mar. 31	8,455,721	(179,083)	(138,783)[2]	—	603,979
ITT	1962—qtr. to Mar. 31	241,964,362[3]	——	8,181,921[3]	.49	16,375,060
	1961—qtr. to Mar. 31	208,919,491	——	7,240,210	.44	16,189,906
Litton Industries	1962—9 mo. to Apr. 30	274,000,000	——	11,650,000	2.41[1]	4,814,583
	1961—9 mo. to Apr. 30	165,698,000	——	6,821,000	1.54[1]	4,376,246[4]
Metromedia	1962—13 wks. to Apr. 1	12,270,314	——	138,732	.08	1,707,057
	1961—13 wks. to Apr. 1	11,059,589	——	12,334	.01	1,699,137
Minnesota Mining & Mfg.	1962—qtr. to Mar. 31	161,685,673[3]	38,874,652	18,974,652[3]	.37	51,754,142
	1961—qtr. to Mar. 31	140,959,527	32,491,010	16,541,010	.32	51,589,854
Motorola story on p. 9	1962—qtr. to Mar. 31	77,017,162[3]	5,148,654	2,455,944	.61	4,028,652
	1961—qtr. to Mar. 31	60,418,737	1,699,021	802,977	.20	4,028,652
Packard Bell Electronics	1962—6 mo. to Mar. 31	23,776,196	661,895	661,895	.78	854,043
	1961—6 mo. to Mar. 31	16,439,816	(2,555,361)	(1,530,861)[5]	—	815,983
	1962—qtr. to Mar. 31	11,730,615	186,751	186,751	.22	854,043
	1961—qtr. to Mar. 31	7,701,466	(1,965,192)	(1,164,892)[6]	—	815,983
Sangamo Electric	1962—qtr. to Mar. 31	10,615,000	(1,219,000)	(546,000)	—	1,637,161
	1961—qtr. to Mar. 31	11,948,000	746,000	390,000	.24	1,622,636
Seven Arts	1962—year to Jan. 31	18,000,000[7]	——	1,100,555	.85	——
	1961—year to Jan. 31	——	——	(1,090,212)	—	——
Screen Gems	1962—39 wks. to Mar. 31	37,930,560	4,851,500	2,428,236[3]	.96	2,538,400
	1961—40 wks. to Apr. 1	40,510,183	3,556,948	1,817,752	.72	2,538,400
	1962—13 wks. to Mar. 31	——	——	1,055,509[3]	.42	2,538,400
	1961—13 wks. to Apr. 1	——	——	845,160	.34	2,538,400

Notes: [1] After preferred dividends. [2] After $40,300 tax credit. [3] Record. [4] Adjusted to reflect 2½% stock dividend Oct. 1961. [5] After $1,024,500 tax credit. [6] After $800,300 tax credit. [7] Includes some $13 million from TV rentals.

Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
CBS	Q	$0.35	June 8	May 25
Consol. Electron. Ind.	Q	.25	July 6	June 15
Electronics Investment	—	.424	May 31	May 1
GPE	Q	.30	June 15	May 28
Goodwill Stations	Q	.10	June 6	May 24
Storer Bcstg.	Q	.45	June 8	May 25
Storer Bcstg. "B"	Q	.12½	June 8	May 25
Minnesota Mining	Q	.20	June 12	May 21
Taft Bcstg.	Q	.10	June 14	May 15
Warner Bros.	Q	.12½	Aug. 6	July 13

Toshiba's sales in 6 months to March 31 rose to $303 million from $232.2 million a year earlier. Profits increased to $25.5 million from $20.9 million.

Trav-Ler Radio more than tripled its per-share earnings in 1962-fiscal year ended April 30 from 23 cents in 1961-fiscal as sales rose 25%. Pres. Joe Friedman also reported record backlog topping $10 million, more than double backlog of April 30, 1961. He attributed improved performance to increase in private label business—which accounted for more than 80% of volume, compared with 62% a year earlier, and only 4% at the end of fiscal 1956.

Packard Bell Electronics filed registration statement (SEC File 2-20334) for $5,023,800 of 15-year convertible subordinated debentures. Company plans to offer bonds at rate of $100 for each 17 shares held, through underwriters headed by Kidder, Peabody & Co., N.Y. Most of proceeds will go to reduce debts. Company has 854,043 shares outstanding, of which management officials as group own about 6%.

Amphenol-Borg has placed with institutional investors $15 million in promissory notes, due Nov. 1, 1977.

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WEEKLY

Television Digest

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The authoritative service for executives in all branches of the television arts & industries

SUMMARY-INDEX OF WEEK'S NEWS

Broadcast

DODD'S MIXED RESULTS—FRUSTRATION & PUBLICITY—conclude sex-violence hearings. No "censorship" legislation in cards, but FCC network-regulation bill may get lift (p. 1).

COOLING LICENSE-FEE PROSPECTS emerge after solid industry opposition develops, gaining Congressional support. Reversal of 4-3 FCC vote now likely (p. 2).

COMMITTEE VOTES FCC UHF-SET PERFORMANCE POWER. New law expected within weeks. Probable steps by FCC explored, indicating vhf-only cutoff in 1-2 years (p. 2).

NEW FTC PUDDING AWAITS PROOF: Plans to issue binding advance opinions, create "trade regulation rules," could be boon to businessmen, but experts reserve judgment (p. 3).

FCC STAFF REVIEW BOARD CLOSE UP, as commissioners prepare to weigh recommendations, including those originating with private practitioners (p. 3).

CURRENT CAPSULES: NAB chief Swezey urges boldness in TV. FCC seeking to open 2,000-mc band for ETV. Educational group seeking commercial L.A. outlet. Station gangup on competitors being probed by FCC. NCTA board members schedule pow-wow with FCC staffers about increasing restrictions on CATV systems (pp. 3-4).

Consumer Electronics

BUSINESS GOOD; economy showing spring upturn, with TV & radio sales up 15% over last year during first 4 months, and phono sales finally giving signs of life. Nevertheless, industry continues to look apprehensively at Washington (p. 7).

TV IMPORTS in first 4 months of this year total about 25,000 sets—already exceeding full 1961 calendar year. 1962 total seen at 60-75,000. Radio, recorder imports up, too (p. 7).

COMPONENTS MAKERS STAGE PROFIT COMEBACK as combined first-quarter earnings of 20 representative manufacturers rise to $14.2 million from $11.2 million on sales gain to $390.6 million from $331.7 million in first-quarter 1961 (p. 8).

TOPICS & TRENDS: New RCA phono & radio lines; market for teaching machines; more transistor radio price cuts; Westinghouse building custom stereo components, including transistor amplifier (pp. 10-11).

PHONO SALES rose in March, showing 3% increase over 1961, after dropping 23% for January, 11% for February (p. 11).

TV TUBE SALES in 1962's opening quarter dropped to 2,353,561 units valued at $45,149,766 from 2,372,920 units at $47,551,594 a year earlier; EIA report also shows factory sales of receiving tubes markedly ahead in both units & dollars (p. 12).

DODD'S MIXED RESULTS — FRUSTRATION & PUBLICITY: Sen. Dodd (D-Conn.) was frustrated in the hearing room, but he did get fair amount of publicity mileage in papers, as he ended year-old, fitful, hearings last week. Everyone loves to talk & write about sex-&-violence—particularly if he can condemn it. Faced with networks' first team as witnesses, he squeezed no confessions of guilt; all stood ground against charges of deliberate sex-violence injections.

One of most erratic groups in Congress, Sen. Dodd's Juvenile Delinquency Subcommittee remains unpredictable—sudden hearings, sudden statements, confused staff. Presumably, his investigation is finished. He has talked frequently about "new legislation" to curb sex-violence. Staff reports it's still working on it. Congress would scarcely buy any such direct attempt at censorship. But such fussing-&-fuming does enhance prospects of network regulation of type advocated by FCC. And it does add to harrassment of industry.

Dodd got in his parting shot at conclusion: "While networks, perhaps, cannot be charged with direct infractions of the law where there is no law, neither can they grasp for even an occasional laurel when they repeatedly break their own codes of conduct and encourage their affiliates who are regulated, to endanger their enterprise by tempting a penalty from the regulating agency."

Open irritation developed frequently during hearing, on part of Dodd, his drive blunted by flat denials, and network chiefs—those N.Y.-Washington commuters. Example:

Dodd told Stanton that hearings showed CBS-TV Pres. Aubrey calling for more "broads, bosoms & fun" (Vol. 2:20 p3). Stanton: "I don't agree. I think on the basis of the record developed here Friday, that Mr. Aubrey did not do it." Dodd: "Who did?" Stanton: "Nobody." Dodd: "It never happened?" Stanton: "It never happened." Dodd: "Did you recommend Mr. Aubrey's appointment?" Stanton: "Yes." Dodd: "Were you aware of his program philosophies?" Stanton: "I was." Dodd: "Did you approve?" Stanton: "I did." Dodd: "Do you plan any action in view of the documents brought up here Friday?" Stanton: "I do not."

Kintner found hearing a good forum to announce children's show premiering in Fall. Hour-long weekly program, possibly Sat., will be for 5-11-year-olds—an educational-styled production dealing with music, science, mathematics, etc.

Kintner briskly denied existence of any "Kintner edict" calling for more s-&-v at NBC. Asked if s-&-v trend began at "one network"—namely ABC—Kintner replied: "I wouldn't say that." Many factors contribute to "action & adventure" types of programs, he said—particularly use of filmed series. He said he expects next cycle to emphasize family comedy.

ABC's Goldenson—whose network has been main target of wrath of Dodd—got a break. Dodd had to run off to Senate floor for vote after Goldenson had time merely to agree that controversial *Bus Stop* episode was mistake and give assurance that ABC had taken steps to preclude more such.

COOLING LICENSE-FEE PROSPECTS: If industry reaction means anything, FCC's proposal for license fees is due for deep freeze (Vol. 2:8 p4). Of some 1,000 comments filed with Commission, exactly 2 favor some sort of fees. Since FCC proposed fees with mere 4-3 vote—Comrs. Bartley, Ford & Cross dissenting—it's quite easy to envision them joined by at least another, killing plan.

Strong campaign by amateurs, station engineers, small users of mobile radio, etc., brought in deluge of adverse comment. They got to work on Congressmen, who've been complaining to Commission. For broadcasters, NAB summarized:

(1) Fees would discriminate against stations, compared with other media. (2) They'd increase economic burden of stations, many operating marginally. (3) Broadcasting is public service, so FCC's work should be tax-supported. (4) If fees are levied, they should be spelled by law, after Congressional study.

COMMITTEE VOTES FCC UHF-SET PERFORMANCE POWER: Authority over uhf set performance was voted 14-2 to FCC by Senate Commerce Committee as it reported all-channel-set bill last week. Passage by Senate this week is likely, and House is expected to go along. Thus, Committee heeded FCC's expression of concern that legislation would be almost meaningless without minimum-performance "teeth" (Vol. 2:20 p1). EIA members, at annual convention in Chicago this week have something very large to discuss.

Committee reported bill with phrase requiring that uhf-vhf sets be "capable of adequately receiving" uhf signals. FCC had suggested word "effectively." Same thing.

Assuming bill becomes law within a few weeks, as expected, here are probable next steps for FCC: (1) Staff learns all it can about uhf-vhf receiver performance. (2) Rule-making is started, Commission proposing certain minimum technical requirements. (3) Industry comments on proposal. (4) A hearing is conducted to refine industry & FCC views. (5) Final rules would be adopted. (6) Manufacturers are given cutoff date after which production of vhf-only sets is prohibited.

Guessing at FCC—and it's only that—is that foregoing would take between one & 2 years. Rep. Harris (D-Ark.), in House debate, had said that "it will take something like 3 years before we shall be well underway with the transition to all-channel-receiving sets." FCC experts believe it won't take that long.

Senators Cotton (R-N.H.) & Butler (R-Md.) were the dissenters, asserting bill is "dangerous & far-reaching precedent" of govt. interference with "public's freedom to choose among manufactured products. It is a forerunner of the consumer control of the future and opens whole new vistas of coercion and confusion."

NEW FTC PUDDING AWAITS PROOF: Major policy-rules changes adopted by FTC last week could be boon to business, in opinion of some experienced FTC watchers—but there's also strong agreement that "you gotta see if it really works."

New provisions take effect June 1, cover 2 major areas: (1) Formal advance opinions on proposed practices. (2) Trade regulation rules.

Advance opinions would come from 5-man Commission itself, would be "binding" on agency, although FTC would reserve right to reverse itself. If it changes thinking after giving opinion, it would serve notice on party who had received judgment. In addition, if Commission subsequently deemed practice illegal after giving an okay, it could not use information submitted by inquirer to prosecute him, without first notifying him of reversed decision and giving him time to stop practice.

Second new policy will be issuance of "Trade Regulation Rules," which may cover all or part of an industry, single product, entire country, specific market. When Commission considers a practice illegal, it will issue rule, give appropriate notice. From this point on, a business violating rule will be considered guilty unless it can show rule shouldn't apply to its case. Idea behind this is that rules would have 2-ply effect of speeding up prosecution and guiding industry about Commission policy.

Attorneys knowledgeable about agency tell us businessmen should have much to gain, nothing to lose, under new policy, but they hint that advance-opinion proposal may be more than Commission can chew —a view shared by dissenter Comr. Elman. He doubts FTC can handle avalanche of queries from businessmen with present staff and budget, also questioned legality of proposal.

One attorney pointed out that advertising campaigns are often whipped up rapidly to meet specific need or season. He said it's doubtful whether Commission could study proposed campaign, give meaningful opinion fast enough, considering volume of advertising and speed with which industry operates.

FTC will shuffle organizational setup for new procedures. Division of Guides will be expanded into an Advisory & Guides Div., headed by George S. Rountree. Division of General Rules & Regulations Applicable to Unlawful Trade Practices will be created, under Chalmers P. Yarley, to promulgate trade regulation rules.

FCC STAFF REVIEW BOARD CLOSE UP: Final approval of FCC staff review board, to take routine cases off commissioners' hands, is expected to be issued within a few weeks (Vol. 2:14 p4).

Commission staff members have consulted private practitioners, per Congress' orders, accepted some suggestions, rejected others. Among ideas accepted:

(1) Make board permanent. (2) Make explicit a party's right to ask Board to certify any case to Commission for its consideration. (3) Specify that Board will pass buck to Commission only when cases involve "novel or important issue of law or policy." (4) Specify that Board acts by majority vote. (5) Specify that Board members' terms are indefinite. (6) Provide that Board members can vote if they read oral argument transcript but didn't hear it. (7) Require a Board member prepare and sign each decision in non-interlocutory matters. (8) Allow Board to decide less important AM-FM multiple-ownership cases.

Following suggestions by private attorneys were rejected: (1) Make it mandatory that commissioners consider cases certified to it by Board. (2) Prohibit Board from discussion of cases with inappropriate staff members. (FCC staff believes present laws are adequate prohibition.) (3) Let one Board member act on minor matters. (FCC staff says Board has power to set up such procedures, if it desires.)

Final recommendations of staff: Don't establish Board until you're ready to name members; allow 30 days between Board's establishment and its starting to work; name one member presiding officer.

CATV operators—in form of NCTA board members—meet this week with FCC staffers Kenneth Cox, Broadcast Bureau chief, and James Sheridan, special asst. to chairman, to discuss Commission policy toward systems. Operators are particularly concerned about Commission's tough attitude on microwaves serving CATVs—denying microwave facilities to systems in cities served by stations fearing loss of audience to CATV (Vol. 2:8 p4). CATVs are also disturbed by Commission's advice to city manager of Salinas, Cal., urging him to demand that CATV-franchise applicants promise practices to protect local station (Vol. 2:9 p5).

CURRENT CAPSULES

Newest complaint under investigation by FCC: Station gangups on competitors. A station rep has gone to Commission charging that 2 different-format stations in market—one rock & roll, other middle-of-road, for example—offer joint discount package through single rep, undercutting competitors with similar formats. Rep claims practice is widespread. Commission also continues study of double-billing but still isn't out to make horrible example of an operator for practice common among multitude of colleagues. However, operator in trouble with Commission on more serious matters may find double-billing charges thrown into case for good measure.

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Conversion of Los Angeles commercial station to ETV, a la WNTA-TV N.Y., is now officially under way. The distinguished Lee A. DuBridge, pres. of California Institute of Technology, announced that $5 million is sought by Community TV of Southern Cal., non-profit group he heads, to buy unspecified commercial station He said he has no assurance one of city's 7 will sell, added that no govt. pressure will be applied to them. Rumors persist that quarry is KCOP (Ch. 13). DuBridge said he expects to get funds from govt. & foundations but that most will have to come from one community. He hopes for start of ETV station within 2 years.

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Irked by "timid" & "negative" labels given him by CBS for his preview of abortion-theme program (Vol. 2:21 p2), NAB Code Authority Dir. Robert Swezey last week devoted whole Washington Ad Club speech to exhorting telecasters to be bold—and responsible. "[TV] must not content itself with being a competent salesman and purveyor of news & casual entertainment," he said. "It must continue, and in increasing measure, to come to grips with the vital economic and social issues and significant thought trends of our time and to devise means of exposing them fairly, understandably and persuasively to its tremendous audience . . . but by all means let us not gallop ahead like a blindfolded Don Quixote."

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Additional channels for ETV, in 2,000-mc band, may be on way, FCC Comr. Lee reported last week. He told 4th annual meeting of Council on Medical TV at Bethesda, Md., that FCC staff is preparing notice of rule-making, has authorized tests in Plainedge, N.Y. (see below). He said band could yield 20 channels, providing at least 5 outlets per community, could be answer to possible overcrowding of present TV bands. Other expected advantages: Cost of transmitting equipment at fraction of standard equipment, 5 channels equipped for same cost as single broadcast operation; built-in privacy because standard sets can't receive signals; equipment not up to broadcasting specifications could be interconnected without restriction. He told delegates proposal will be "break-through & milestone" for medical TV & ETV.

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"Full-blown, non-commercial, high quality network spanning the nation" within a few years was predicted by FCC Chmn. Minow. He told annual meeting of U.S. Conference of Mayors in Miami last week that passage of all-channel-set law will hypo expansion of TV. Noting that Commission's experimental WUHF (Ch. 31) in N.Y. is used for municipal services, including training of police & firemen, he suggested that other cities could make similar use of TV as uhf opens up. ETV will also expand tremendously into uhf as soon as enough all-channel sets are available to make possible substantial audience, Minow predicted. He also urged the mayors to "speak out" if their cities are being "short-changed on responsible local programming."

Ch. 8 Moline, Ill. goes to Moline TV Corp. in final FCC decision, Comrs. Ford & Cross dissenting, favoring Community Telecasting, which had nod from examiner. Other denyees: Illway TV, Midland Bcstg., Tele-Views News. Commission said decision was very close, Moline TV winning primarily because of greater experience. Ford issued statement saying Community had edge in local ownership. Pres. of winner is Frank Schreiber, ex-mgr. of WGN-TV Chicago. Grant is conditioned on retention of Ch. 8 to area; it's involved in deintermixture proceedings determining whether Ch. 2 remains in St. Louis or goes back to Springfield, Ill. CP is dead if Ch. 8 is removed.

First N.Y. student-manned closed-circuit ETV network has gone into operation in Massapequa, L.I., using 2,000-mc transmitter. Station KE2XZA, Plainedge H.S., in 2nd year of in-school programming, began telecasting to 7 other schools in District recently on limited basis, will go on 4-hr. daily schedule in Sept.

Grand Rapids Ch. 13 interim operation is beginning to shape up. Three of the 6 applicants have agreed on an interim setup, hold it open for other 3. West Mich. Telecasters, MKO Bcstg. and Peninsular Bcstg. have joined hands; other 3 are Atlas Bcstg., Grand Bcstg. and Major Bcstg.

No new agreement between NAB and Broadcast Advertisers Reports is being negotiated, NAB Code Authority Dir. Robert D. Swezey announced. BAR quit supplying commercial monitoring reports to NAB amidst sharp exchange in March over worth of operation (Vol. 2:12 p4), claiming it didn't want to be "privy to a farce." Last week, Swezey reported several code subscribers had asked if BAR would be re-hired. "In view of the alleged deep anxieties and soul-searching which BAR experienced in reaching its decision to divorce itself from any further association with the NAB Code Authority," Swezey stated, "it is highly improbable that BAR would contemplate re-engaging in this activity." He added that any independent BAR findings would be accepted as an aid to NAB's work.

"Hands-off" resolution, urging end to increasing govt. intervention into TV programming was adopted by Ill. Assn. of Bcstrs. headed by WREX-TV Rockford vp & gen. mgr. Joe M. Baisch. Resolution asked NAB to hire constitutional law expert to determine exact status of broadcasters under first amendment, also urged campaign to eliminate restrictions on equal-time, and to oppose Chicago-type hearings and principle of pre-screening by NAB Code Authority.

NAB schedules 1½-day fall conferences again this year, in place of last year's one-day sessions, for separate radio & TV sessions. Schedule: Atlanta, Dinkler-Plaza, Oct. 15-16; N.Y., Biltmore, Oct. 18-19; Chicago, Edgewater Beach, Oct. 22-23; Washington, Statler-Hilton, Oct. 25-26; Dallas, Sheraton Dallas, Nov. 8-9; Kansas City, Meuhlebach, Nov. 12-13; Denver, Brown Palace, Nov. 15-16; Portland, Ore., Sheraton-Portland, Nov. 19-20.

Six NAB board committees named by Pres. Collins, with chairmen: Radio Fund Finance, John F. Patt, radio WJR Detroit; TV Fund Finance, Joseph C. Drilling, WJW-TV Cleveland; General Fund Finance, Patt and Drilling, co-chmn.; Convention, James D. Russell, KKTV Colorado Springs, co-chmn.; By-Laws, B. Floyd Farr, radio KEEN San Jose, Cal.; Membership, Robert F. Wright, WTOK-TV Meridian, Miss. & Carleton D. Brown, radio WTVL, Waterville, Me., co-chmn.

Nation's largest all-band CATV system will be constructed in Santa Barbara, Cal. for Cable TV of Santa Barbara, according to AMECO, Phoenix, which says it will provide 8-channel service to approximately 20,000 homes. AMECO is also building all-band transistorized system in Panama City, Fla., reports it will be nearly as large as Santa Barbara's. The Cal. system is headed by Harry C. Butcher, who sold KIVA-TV Yuma to AMECO Pres. Bruce Merrill.

TV network gross time billings totaled $61,268,719 in February, up 12.3% over February 1961's $54,579,878 TvB reports. CBS billings rose 15.6% from $20,354,326 to $23,539,702; NBC, 13.9%, $19,286,372 to $21,971,653; ABC, 5.5%, $14,939,180 to $15,757,364. Daytime billings in February were up 18.4%, nighttime 9.5%. For first 2 months, total billings were 11.5% ahead of year ago.

Midwest Microwave Inc.-TV Transmission Co., Peru-La Salle, Ill., CATV system serving over 1700 subscribers, has been purchased by Americantenna Corp., Denver for more than $500,000. Calvin G. Heisler is chmn. of Americantenna. Blackburn & Co. was broker.

NCTA Convention in Washington June 17-22 will feature June 19 speech by House Interstate & Foreign Commerce Committee Chmn. Oren Harris (D-Ark.).

First issue of new publication by National Academy of of TV Arts & Sciences, *Television Quarterly,* includes: "Government's Role in the American System of Broadcasting" by Walter B. Emery; "The Active Eyebrow—A Changing Style for Censorship" by W. Theodore Pierson; "A Form for Television" by Gordon Hyatt; "The Documentary Heritage" by Burton Benjamin; "Television's Purpose" by Hubbell Robinson; "The Dilemma of the TV Advertiser' by Robert L. Foreman; "On the Reliability of Ratings" by Lawrence Myers Jr.; "Television and the Teaching of English" by Neil Postman. *Journal* also features book reviews, comments. Subscriptions are free to members, $5 per year for non-members, $1.50 per copy, from Academy offices, 54 W. 40th St., N.Y. 18.

Joint NAB-JCEB committee has been appointed to promote cooperation between ETV and commercial broadcasting. Commercial broadcasters: Rolland V. Tooke, Westinghouse, co-chmn.; Robert Hyland, radio KMOX St. Louis; D. L. Provost, Hearst; Lee Ruwitch, WTVJ-TV Miami; Harold P. See, KRON-TV San Francisco. ETV group: James Robertson, NET, co-chmn.; Dr. Lawrence Derthick, NEA; Dr. J. W. Edgar, Tex. State Comr. of Education; Dr. Clifford M. Hardin, U. of Neb. chancellor; William Harley, NAEB pres.

Wrangle over British TV was stirred up in House of Lords by American's book. *Pressure Group,* by Prof. H. H. Wilson of Princeton U. politics dept., deals with tactics used by commercial TV proponents to break BBC monopoly. Wilson said he wrote it because he thought "nothing could ever change a British institution," and he thinks "commercial radio and TV are among the most disastrous things that can happen to a country." Some of the Lords agreed, introduced motion citing book.

CBS Films has revamped distribution operation, creating 2 new departments—sales service & film service. First is headed by Stanley Moldow, will handle domestic & foreign schedules, contracts, billing. Film service, under Ed Cooper, will be responsible for print orders, inventory, technical procedures, inspection, dubbing, shipping & receiving. Irene Mizwinski has been promoted to reports & projects mgr. Entire operation will move to 518 W. 57th St., N.Y., in June.

Eidophor projection TV will be used by all 3 networks in coverage of Carpenter space flight. CBS-TV is using 2—one in Grand Central Station for public display, another in studio behind news commentators. ABC-TV has installed one aboard *Constellation,* Carpenter's former Navy ship, for use as part of its coverage. NBC-TV will have 2 in studio for on-screen coverage. All Eidophor projectors are provided by Theatre Network TV Inc., U.S. distributor for the Swiss-made system.

ITA's "Documentor" disc system, introduced at NAB convention for monitoring radio programs (Vol. 2:15 p4), will be available for July 1 deliveries, according to ITA Electronics, Lansdowne, Pa. System records 26 hours on both sides of single 9-in. disc. Company has revised price schedule to $1,895 for one record-playback system, $1,495 for 2, continuing on sliding scale, depending on quantities. Discs cost 40-45¢, according to quantity.

Thailand & Arabian countries are target of 2 new USIA TV programs expected to reach more than 3 million viewers. *Risalat Washington* (Washington Newsletter), quarter-hour documentary, will be shown fortnightly in prime time over 8 Arab world stations. Monthly 15-min. telecast will be aired in Thailand.

Personals

Robert E. Kintner, NBC pres., left May 15 for 10-day tour of network's European news bureaus, accompanied by NBC News vp **Julian Goodman**. . . . **Eric Sevareid**, CBS, voted top broadcasting correspondent by Washington press corps in *Columbia Journalism Review* poll. . . . **William K. McDaniel**, NBC radio exec. vp, takes office as pres. of International Radio & TV Society, formerly Radio & TV Executives Society, N.Y.

Joseph M. Klein, ex-Remington Rand International, named NBC International Dir., succeeding **Clifford Slaybaugh**, who returns to RCA. . . . **Alan T. Axtell** promoted to Katz agency Chicago mgr., succeeding **Roy Miller**, who retires June 1. . . . **C. Alexander Howard**, ex-Fifth Third Union Trust Co. of Cincinnati, named R. C. Crisler & Co. vp.

David B. Wallerstein, Balaban & Katz pres., elected a dir. of parent AB-PT. . . . **Howard Selger** promoted to NBC Spot Sales promotion mgr.

Donald Foley, ex-NBC trade and o&o station advertising mgr., named ABC vp and advertising & promotion dir. . . . **Paul R. Kaufman** promoted to NET associate for program utilization. . . . **Glen MacKay**, ex-Canadian Advertising Agency exec. vp & managing dir., named chief of new CTV Montreal office, 1420 Sherbrooke St. W., Suite 200, Montreal 25.

Kenneth A. Cox, FCC Broadcast Bureau chief, and **Charles A. Sweeney**, FTC Food & Drug Advertising Deceptive Practices Bureau chief, will address Fla. Assn. of Bcstrs. annual convention, Tampa, June 15.

Ray M. Stanfield named Peters, Griffin, Woodward radio promotion & research dir. . . . **Henry S. White**, former vp & gen. mgr. of WNTA-TV N.Y., named Paramount TV eastern sales consultant, N.Y.

James P. Storer is new gen. mgr. of radio WJW Cleveland, not WJW-TV as reported in Vol. 2:18 p5. Joseph C. Drilling is WJW-TV gen. mgr. *Television Digest* regrets the error.

Weston Jon Harris, ex-WRC-TV Washington program dir., named USIA-TV mgr., a new post . . . **G. E. Hamilton** promoted to KVOA-TV Tucson station mgr.

Richard J. Mileta, ex-Fuller, Smith & Ross agency, named WPIX N.Y. research & sales development mgr. . . . **Bill Andrews**, ex-KTVT Ft. Worth gen. sales mgr., named to similar post at KCOP Los Angeles.

Al Heimso promoted to KTVU San Francisco-Oakland news dir.

Michael H. Blake Jr. promoted to asst. editor, *Television Digest*, Washington.

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FCC service & incentive awards will be presented May 23—including recognition of Comr. Craven's 35 years in govt., Cross's 30, Bartley's 25.

Chet Huntley Enterprises Inc., new TV film production firm, has been formed by the NBC newsman. It will begin operations immediately, move into new studios near Stockton, N.J. June 1.

Co-Co TV Productions Inc., TV film producer, subsidiary of Co-Co Enterprises Inc., has been formed with offices at 270 N. Canon Dr., Beverly Hills, Cal. Charles E. Cochard Jr. is pres.

Burgeoning TV industry abroad was analyzed at first annual NBC International sales meeting in N.Y. recently, NBC International Chmn. Alfred R. Stern reporting that division shipped 7,500 reels of prints, duplicates and sound tracks abroad in 1961. Group screened new programs to be sent abroad, discussed trends in foreign viewers' program preferences. Said outgoing International Dir. Clifford W. Slaybaugh: "Entertainment values are more or less universal. The top-20 nationally rated shows in the U.S. are very similar to the big audience builders overseas." He reported growing overseas interest in news & public affairs.

Revocation of radio WIZR Johnstown, N.Y., with a hearing in Saratoga Springs, N.Y., has been ordered by FCC. Commission plans to examine principal Martin R. Karig to determine whether he made misrepresentations in connection with WSPN Saratoga Springs and applications for Johnstown, Troy, Gouverneur & Hudson Falls. In addition, it will explore broadcasts of horse racing results on WSPN.

Allocations requested: (1) Change Ch. 15 from Lebanon to Lancaster-Lebanon, Pa., allowing WLYH-TV (Ch. 15) to identify itself with Lancaster, filed by WLYH-TV. (2) Reserve for ETV Ch. 10 Pierre, S.D. and Ch. 11 Rapid City, S.D., by State Supt. of Public Instruction. (3) Add Ch. 11 to Rapid City—or add Ch. 12 to Rapid City and Ch. 11 to Lead—by KELO-TV (Ch. 11) Sioux Falls.

TV toy advertising increased 111.3% to $15,347,304 in 1961, from 1960's $7,263,404, TvB reports. Spot billings rose from $5,203,000 to $10,805,000, network from $2,060,404 to $4,542,304. During 1961, 5 toy makers spent more than $1 million each in TV advertising, compared with only one in 1960.

Sale of WEAU-TV Eau Claire, Wis. by Central Bcstg. Co. to Post Bcstg. Corp. for $2.1 million has been approved by FCC. Post pres. is V. I. Minahan. Commission also granted CP for educational Ch. 28 Columbus, Ga. to Ga. State Board of Education.

New line of transistorized audio control consoles was announced by Gates—"President," dual channel monophonic system; "Ambassador," single channel unit; "Executive," dual-stereo control console. Company also announced order for 13 FM transmitters from South African Bcstg. Corp.

Teleglobe pay-TV system was described by Pres. Sol Sagall to 2 groups meeting in Washington last week—Associated Telephone Answering Exchanges and Council on Medical TV. Teleglobe proposes a coded medical TV service to doctors, starting in N.Y.

Kennedy-Khrushchev TV exchange is out for present, and no immediate improvement in flow of news & ideas between U.S. & U.S.S.R. is in sight, White House News Secy. Pierre Salinger reported from Moscow.

According to 1960 count, Census Bureau reports, of 53 million households, 48½ million had radios, 46 million TVs, 42 million telephones. In 1950, 40.5 million homes had radio, 5 million TV, phones not counted.

Radio KEX Portland is sold by Westinghouse for $900,000 to Gene Autry group. In Chicago, deal is near for sale of radio WAIT for more than $1 million to Leslie Atlass Jr.

New CBS-TV primary affiliates: WSBA-TV (Ch. 43) York, Pa., WLYH-TV (Ch. 15) Lebanon, Pa., KAYS-TV Hays, Kan. becomes EMP affiliate Sept. 1.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

BUSINESS GOOD; ECONOMIC CLUES HEALTHY: Signs of new strength in U.S. economy this spring are being shared by TV-radio-phono industry, with sales running well ahead of last year for first 4 months of year in TV & radio, and indications are that phono sales are pulling out of doldrums.

From Washington came statistical news that industrial production, non-farm payrolls, personal income & factory working hours all rose in April—meaning greater disposable income for consumers.

Unofficial figures indicate that April distributor-to-dealer TV sales totaled about 367,000 sets, up 5% from 348,000 registered in April 1961. Radio's April sales were up a sharp 26% to 852,000 from 673,000. For first 4 months of year, both TV & radio are up about 15% over last year. TV sales for period were about 1,935,000 (1,681,000), radio 3,030,000 (vs. 2,638,000).

Phono sales, lagging in January & February, began showing signs of life in March, as reported in our roundup earlier this month (Vol. 2:19 p9). Official confirmation came last week from EIA, in terms of report showing total phono unit distributor sales in March were about 3% higher than March 1961—in sharp contrast to 23% drop in January, 11% drop in February. For first quarter, however, total distributor phono sales were about 10% below same 1960 period. (See tables, p. 11.)

Good auto sales are bolstering car-radio industry—auto radio production for first 18 weeks of year totaled 2,261,836, more than 45% above last year's figure. And 1963 TV & phono models, which will give more emphasis than ever to furniture styling, are being counted on to continue this year's momentum. When seasonally adjusted, this year's TV distributor sales so far add up to 6,450,000 annual rate—although very few in industry think year's total will approach this figure.

But everything isn't beer-&-skittles. Wherever 2 or more industry people get together, there's nervous talk about Washington. Is govt. really anti-business? Will Administration somehow disturb delicate balance, put crimp in fair weather business is currently enjoying? Then there's uhf all-channel legislation. It's not expected to affect business immediately. But what will it do to TV market eventually?

Industry is also casting nervous eye on inventories. Compared with last year, they're high. But last year's inventory levels were perhaps lowest in recent history. There seems to be about 6-7 weeks' supply at distributor level, about 5 weeks' at manufacturer level, in TV. There certainly appears to be no emergency, and there is no general industry-wide inclination to put brakes on production, judging from weekly output figures.

These are some of items which will be topics of corridor talk at EIA's Chicago convention this week at Pick-Congress Hotel. In balance, trends are to the good. No runaway prosperity . . . better than last year. It could wind up as good year in consumer electronics.

TV IMPORTS ALREADY EXCEED 1961: About 25,000 Japanese-made TV sets have been unloaded at American docks during first 4 months of this year, according to reliable information. This is probably more than total U.S. TV imports for all of 1961.

Although we have no comparable import figures for last year, Japanese govt. reported 23,179 TVs were exported to U.S. in 1961 (Vol. 2:10 p8). Of course, import & export figures never completely agree, because of differences in timing and other factors. (An item may be exported from Japan in 1961 and imported into U.S. in '62.)

With 25,000 sets already imported this year, it's reasonable to predict at least 60,000 sets—perhaps

75,000 or more—will be brought in during calendar 1962. This figure could be swelled still further if Olympic meets its goal of importing as many as 20,000 portable TVs made by Nippon Columbia (Vol. 2:18 p9).

Of sets imported so far this year, it's estimated that somewhat more than 18,000 went to Delmonico—which has line of portable TVs in 19- & 8-in. sizes and TV-radio-phono combinations. Sony, represented here with 8-in. transistorized battery TV, has imported perhaps 6,000 sets. Other importers—including Star-Lite and Transistors Unlimited (Los Angeles)—have imported much smaller quantities so far. There is no evidence yet that Matsushita or Toshiba TVs are arriving in any quantity.

Step-up in Japanese TV exports is only partly confirmed in latest figures by Japan's Ministry of Finance, which reports 5,290 sets & chassis exported to U.S. in first 2 months of 1962. Breakdown gives 4,125 of these sets as tube type, less than 21-in., and 1,163 as transistorized. In Feb. 1962, Ministry reported, 2,963 TVs were exported to U.S., up only slightly from 2,667 reported for Feb. 1961.

Radio exports, however, have taken large leap. In February alone, the 3-or-more-transistor category accounted for 448,000 sets shipped to U.S. vs. 251,700 in Feb. 1961. "Toy" radio category was up to 284,129 (vs. 196,665), tube radios to 117,028 (vs. 105,168). For first 2 months of year, transistor radio exports to U.S. totaled 1,288,513 sets, tube radios 5,290.

Tape-recorder exports from Japan to U.S. are becoming big business, too. First 2 months of this year saw 134,307 shipped to U.S.—of which majority (119,784) were transistorized. Among other export items growing in importance: amplifiers (9,025 in February), citizens band radio transceivers (5,149 in February).

COMPONENTS MAKERS STAGE PROFIT COMEBACK: First-quarter returns from representative components & tube manufacturers indicate clearly that they are rebounding strongly from dismal 1961 when they sold appreciably more product for considerably less profit than they did in 1960 (Vol. 2:14 p9). Like OEM users of their products (Vol. 2:20 p8), components makers are off & running in first quarter of 1962 amid signs that banner year is developing.

Combined first-quarter earnings of 20 representative components & tube makers jumped to $14,166,072 from $11,223,922 in 1961's opening months as sales rose to $390,631,812 from $331,654,778. Profit figures are after deducting losses—$546,000 by one manufacturer in 1962 quarter, $316,512 by 3 in 1961.

Although many of companies analyzed are heavy in military production of components & tubes, and also make other than tube & component products, they are representative of TV-radio components industry. They are: Sangamo Electric, Clevite, Erie Resistor, International Resistance, National Union Electric, Tung-Sol, Amphenol-Borg Electronics, Dynamics Corp. of America, General Bronze, International Rectifier, Oak Mfg., Sonotone, Standard Kollsman, Thompson Ramo Wooldridge, CTS Corp., Indiana General, P. R. Mallory, Muter, Globe-Union, Texas Instruments.

Overwhelming majority of components makers—16 out of 20—improved first-quarter sales over year ago. Even more impressive, 18 of the 20 manufacturers made more profit this quarter than they did in first-quarter 1961. Only one manufacturer ended quarter in red—Sangamo Electric, with $546,000 deficit. Year ago, 3 manufacturers had first-quarter losses; and each bounced back to profit column: General Bronze, to $9,457 from ($212,877), Sonotone, $38,676 from ($89,741), Muter, $72,701 from ($13,894).

Record sales & profits were scored by International Resistance, International Rectifier and Indiana General. Oak Mfg. had record sales, as did Thompson Ramo Wooldridge and P. R. Mallory.

Marked profit gains were posted by virtually all 18 manufacturers who bettered year-ago performance. Some nearly, or more than, doubled first-quarter 1961 profit. Among them: National Union (to $348,507 from $151,028). Amphenol-Borg ($412,384 from $59,270), Oak Mfg. ($276,013 from $66,912), Erie Resistor ($255,467 from $128,629), Indiana General ($717,763 from $356,243).

Most impressive sales gains were scored by Clevite (to $26 million from $22.7 million), Tung-Sol ($18.3 million from $15.3 million), Amphenol-Borg ($20 million from $15.2 million), Dynamics Corp. of America ($18.3 million from $12.3 million), Oak Mfg. ($7.4 million from $5.2 million), Thompson Ramo Wooldridge ($111.7 million from $96.7 million), CTS Corp. ($6.7 million from $4.4 million), Indiana General ($7.3 million from $4.8 million), P. R. Mallory ($24.5 million from $19.7 million), Muter ($4.1 million from $2.7 million).

Outlook for total 1962 is bright, and many leaders predict continued upward trend for balance of year. Here's sampling of recent forecasts:

Oak Mfg.: Pres. E. A. Carter reports "orders placed so far this year hold promise of continuing high volume for the balance of the year. Increases have been noted in all product areas although sales of TV tuners and the company's broad line of switches have shown a marked upturn."

Eitel-McCullough: Pres. W. W. Eitel expects "a modest upswing in sales and a further substantial improvement in profit" in 1962 vs. 1961, when company earned 26 cents a share on $27,109,945 sales.

National Union Electric: Chmn.-Pres. C. Russell Feldmann forecasts earnings of 25 to 30 cents a share —up from 1961's 17 cents.

P. R. Mallory: Pres. G. Barron Mallory expects 1962 sales to increase by 6-8%, earnings to show improvement also.

Dynamics Corp. of America: Chmn.-Pres. R. F. Kelley forecasts "50% to 60% higher" sales in 2nd quarter, record sales for total year. He also sees "very substantial" increase in 1962 earnings.

Thompson Ramo Wooldridge: Chmn. J. D. Wright predicts a return in 1962 to 1959-60's upward trend in sales & earnings. TRW is expecting a 13% gain in semiconductor business, an even higher gain in profit.

Here's 1962-vs.-1961 first-quarter performance of 20 representative components & tube manufacturers:

	Sales		Earnings	
	1962	1961	1962	1961
Amphenol Borg	$ 20,021,427	$ 15,227,558	$ 412,384	$ 59,270
CTS Corp.	6,672,486	4,439,860	550,014	351,243
Clevite	25,972,229	22,697,974	1,852,350	1,169,550
Dynamics Corp. of America	18,254,593	12,285,942	853,626	528,792
Erie Resistor	6,991,486	5,814,994	255,467	128,629
General Bronze	3,518,297	4,836,471	9,457	(212,877)
Globe-Union	16,488,298	12,864,000	623,362	356,870
Indiana General	7,283,028	4,813,462	717,763	356,243
International Rectifier	5,101,371	3,821,446	358,133	325,997
International Resistance	8,391,400	6,495,550	680,896	566,906
P. R. Mallory	24,506,709	19,745,337	1,074,321	781,797
Muter	4,132,740	2,656,735	72,701	(13,894)
National Union Electric	9,277,165	8,435,293	348,507	151,028
Oak Mfg.	7,415,802	5,182,930	276,013	66,912
Sangamo Electric	10,615,000	11,948,000	(546,000)	390,000
Sonotone	5,088,321	4,723,472	38,676	(89,741)
Standard Kollsman	23,436,676	24,670,723	850,381	770,149
Texas Instruments	57,483,000	58,977,000	2,411,000	3,773,000
Thompson Ramo Wooldridge	111,670,230	96,735,704	2,878,166	1,490,037
Tung Sol	18,311,554	15,282,327	448,855	274,011
TOTALS	$390,631,812	$331,654,778	$14,166,072	$11,223,922

TV-RADIO PRODUCTION: EIA statistics for week ended May 11 (19th week of 1962):

	May 5-11	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	126,412	127,169	113,937	2,455,312	1,942,201
Total radio	378,179	341,596	291,062	6,778,385	5,289,367
auto radio	132,301	118,026	96,811	2,394,137	1,657,502

TOPICS & TRENDS

Lower prices & novel styling mark RCA's stereo & radio lines, introduced last week. In stereo, all 13 consoles which are factory-equipped with FM-AM tuners have built-in FM stereo, compared with 6 last year. Stereo line features newly designed FM-AM tuner, new record changer, new speakers—including "Acoustic Lens" side-firing speakers which direct sound toward front. In cabinetry, most novel design is "spinet" model, with tweeters mounted at ear level on top of cabinet.

Stereo console prices are lower—lowest-priced set with AM-FM is $199.95, down $30 from last year's corresponding model. Cheapest factory-equipped FM-stereo phono is $239.95 vs. $399.95 last year. High-end portable phonos adopt drop-down design for record changer, with hinged swing-out speakers. Top-end portable at $149.95 includes "sing-along" microphone. Lowest-priced mono phono is now $19.95, $10 below last year's leader.

RCA's "serious entry into the FM field"—as RCA Sales Corp. marketing vp Raymond Saxon put it—is marked by 7 new FM & FM-AM table sets starting at new low of $29.95 (FM only). No FM-stereo table models are in line. At press showing, Saxon said response to RCA's new low prices on transistor radios has been "overwhelming," with April sales triple those of last year. Discussing new color-TV line introduced last week (Vol. 2:20 p10), he said newly designed high-end horizontal chassis has made possible cabinets 3½-in. shallower than last year. Familiar knob configuration on color sets has been changed to more closely resemble b&w sets, with color & tint controls moved to bottom.

■

Vast new market in teaching machines will expand to $100-million business by 1968 and $200 million by 1975, May 14 *Electronic News* reports in survey of field. Who makes teaching machines? Report identifies these companies as in field: Thompson Ramo Wooldridge; Minneapolis-Honeywell; Scientific Development Corp., Watertown, Mass.; Teaching Machines Inc., Albuquerque; Berlant Automonitor Corp., Culver City, Cal.; Robert E. Corrigan & Associates, Garden Grove, Cal.; Bell & Howell; Perceptual Development Labs, St. Louis; System Development Corp., Santa Monica, Cal.; Computer Control Co., Los Angeles; American Seating Co., Grand Rapids; Link Div., GPI; U. of Illinois; Science Electronics, Cambridge, Mass.; Electro-Solid Controls, Minneapolis; Electronic Futures Inc., New Haven; DuKane Corp., St. Charles, Ill.; Hamilton Research Associates, New Hartford, N.Y.; Hughes Aircraft; Western Design & Mfg. Corp., Goleta, Cal.; Rheem Califone Corp., Hollywood; Westrex (Litton Industries); Varian Associates.

■

Westinghouse is building hi-fi components for unique packaged-components stereo system to be shown this week at Parts Show by TelePrompTer Corp., now in hi-fi field through its acquisition of Weathers Industries. Component package, in console cabinet, will feature AM-FM tuner with FM stereo and transistorized stereo amplifier built by Westinghouse, with Weathers turntable & speaker system.

RCA is back in hi-fi component business, too. At Parts Show, it's unveiling AM-FM-stereo-multiplex tuner-amplifier. RCA will also show citizens band transceivers and 6 intercom systems.

■

Motorola has denied FTC charges of "false, misleading & deceptive" claims for its TVs & radios (Vol. 2:14 p9). In statement filed with FTC, company said govt. took some claims out of context in its challenge. As to charge that it inadequately labeled radios with Japanese parts, Motorola made complete denial and stressed that all its products contain only Motorola-built parts or parts which meet Motorola's "specifications & high standards."

■

EIA's annual convention this week (May 23-25) at Chicago's Pick-Congress Hotel will elect new president to succeed L. Berkley Davis of GE Electronic Components Div. Consumer Products Div. executive committee and its radio & phono sections will meet, discussing all-channel TV legislation, FM stereo progress and upcoming "EIA Day" program at NAMM Music Industry Trade Show in N.Y.

■

Japanese transistor radio prices are coming down. At least Channel-Master Corp., which claims to be biggest radio importer, has cut prices $10 on 6-transistor set in gift pack (now $29.95) & 8-transistor set in gift pack (now $39.95) and $5 on 7-transistor unit with gift pack (now $24.95).

Consoles represent 60% of Admiral's dollar volume, distributors were told at week's end as they met in Chicago for convention & new-line showing. They were also given these percentage gain figures in Admiral distributor-to-dealer sales through April 11, compared with same period last year (in unit sales): TV, up 33%; color TV, up 45%; all stereo phonos, up 46.3%; radio-phono combinations, up 116%.

GE is entering battery business, will build production plant near Gainesville, Fla. to manufacture small nickel-cadmium batteries for appliances and cordless power tools, other types for space applications and sonobuoys. Lucas P. Hart, Jr. has been named gen. mgr. of new operation, which will function as part of GE's capacitor dept. Gainesville plant is expected to start in mid-1963 with about 125 employes.

Sonora consumer electronics line, recently purchased from Trav-Ler by Park Radio Service (now Sonora Corp. of America) will be shown this week at Parts Show in Chicago's Conrad Hilton Hotel. Topped by 19-in. TV at $199.95, it includes bookshelf speaker system at $29.95 and wired & wireless transistorized intercom system.

Trade Personals

Arthur L. Malcarney promoted to RCA group exec. vp to supervise electronic data processing, defense electronic products and manufacturing services staff; **Theodore A. Smith** advanced to corporate planning exec. vp, reporting to Pres. **Elmer W. Engstrom**; **Walter G. Bain** named defense electronic products vp.

Charles W. Swanson named mgr. of Motorola's new consumer products display salon, Chicago . . . **Paul R. Ryan**, ex-Friendly Frost, appointed mgr. of Zenith's N.Y. display salon, succeeding **Robert Judd** who joins Zenith's N.Y. sales dept.

Walter S. Bopp named Philco International Div. gen. mgr., succeeding **Harvey Williams**, appointed staff assistant on international operations to Pres. **Charles E. Beck.**

William L. Strong appointed Packard Bell Electronics financial vp. . . . **Fred J. Mayo**, pres. of Litton Industries' Ingalls Div., elected a Litton vp.

Howard E. Rieder named ad, sales promotion & PR dir., Pacific Mercury Electronics and subsidiary Thomas Organ Co. . . . **George Petetin** named Reeves Soundcraft national distributor sales mgr.

F. D. Edes, of Raytheon's legal staff, appointed mgr. of international licensing. . . . **Michael Di Buono**, from Boston div., named gen. mgr. of Admiral Sales Corp. Albany div., succeeding **Robert Kadets**, now directing operations of Philadelphia div.

John H. Feder, Jr. appointed Cornell-Dubilier Electronics gen. sales mgr., succeeding **R. T. Leary**, resigned.

Don Cinalia, ex-Filtron, named Jerrold Industrial Products Div. asst. sales mgr.

Thomas C. Pridmore named semiconductor & capacitor mktg. mgr., ITT Components Div., Clifton, N.J. Other appointments in expanded marketing operation for semiconductor & capacitor products: **Albert M. Christian Jr.**, ex-Westinghouse, named sales mgr., a new post; **Thomas H. Smith Jr.**, ex-Westinghouse, appointed silicon products product-line mktg. mgr.; **Raymond G. Freuler**, ex-Westinghouse, named semiconductor & tantalum products sales engineer; **Murray Roth** advanced from eastern regional sales mgr. to new post of military & ITT System sales mgr.; **Chester J. Phetteplace**, ex-Westinghouse & Raytheon, named New England district sales mgr., Boston hq.

Obituary

Dr. Siegmund Loewe, 76, TV-radio engineer & inventor, died May 2 of a heart attack at his home in Sarasota, Fla. In 1921, he was said to have made the first radio broadcast in Germany, to the home of Friedrich Ebert, first German President. He is credited with developing the multiple radio tube. He came to U.S. in 1938. He was board chairman of Loewe Opta Co., Berlin TV-radio manufacturer, and president of Loewe Radio Co. of N.Y., Andromeda Co. of Switzerland and Loewe Radio Ltd. of London. He is survived by his wife, sister, brother.

MARCH PHONO SALES UP 3%: The anticipated rise in phono sales finally happened in March. With distributor-to-dealer sales of 299,257 units, it was not only best month this year, but bettered March 1961 by about 3%. This reversed year-to-date trend which saw 1962 sales trailing 1961 in both January & February (see p. 8).

Stereo-to-mono mix held close to 80% in March 1962—about same as March 1961—indicating no undue concentration of sales in low-end merchandise. Here are EIA's phono factory & distributor sales for 1962's first quarter, compared with revised month-by-month tabulation for same 1961 period:

PHONO FACTORY SALES

Month	1962 Mono	1962 Stereo	1962 Total	1961 Mono	1961 Stereo	1961 Total
January	68,545	191,014	259,559	80,366	211,383	291,749
February	52,566	202,846	255,412	50,710	204,638	255,348
March	60,991	237,492	298,483	62,396	227,469	289,865
TOTAL	182,102	631,352	813,454	193,472	643,490	836,962

PHONO DISTRIBUTOR SALES

Month	1962 Mono	1962 Stereo	1962 Total	1961 Mono	1961 Stereo	1961 Total
January	48,423	171,305	219,728	74,881	211,268	286,149
February	50,563	188,857	239,420	54,097	210,365	264,462
March	60,206	236,051	299,257	59,290	231,021	290,311
TOTAL	162,192	596,213	758,405	188,268	652,654	840,922

Unfair-competition suit against Waltham Precision Instrument Co., charging employe-stealing to get trade secrets on TV projector "Amphicon 200," has been filed by Dalto Electronics Corp., Norwood, N.J.—in U. S. District Court, Southern District of N.Y.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
American Electronics	1962—qtr. to Mar. 31 [1]	$ 2,100,000	——	$ (358,221) [2]	——	1,177,842
	1961—qtr. to Mar. 31	5,400,000	——	30,622	$0.03	1,177,708
Ampex	1962—year to Apr. 30 [1]	84,000,000	——	2,600,000	.33	7,785,707
	1961—year to Apr. 30	70,105,000	——	(3,930,000)	——	7,718,257
Avnet Electronics	1962—9 mo. to Mar. 31	15,976,765	$ 2,646,234	1,331,978	.62	2,157,899 [3]
	1961—9 mo. to Mar. 31	14,091,455	2,208,119	1,117,582	.52	2,157,899 [3]
	1962—qtr. to Mar. 31	6,022,242	1,014,103	490,747	.23	2,157,899 [3]
	1961—qtr. to Mar. 31	5,215,048	868,846	421,446	.20	2,157,899 [3]
Bendix	1962—6 mo. to Mar. 31	386,819,445	22,468,955	10,327,113	1.90	5,422,655
	1961—6 mo. to Mar. 31	372,692,489	24,010,091	12,490,619 [4]	2.32 [4]	5,379,529
	1962—qtr. to Mar. 31	199,078,236	——	5,285,330	.97	5,422,655
	1961—qtr. to Mar. 31	191,031,149	——	4,867,081	.90	5,379,529
Federal Pacific Electric	1962—9 mo. to Mar. 31	71,913,054	2,748,562	1,601,206 [6]	.39 [7]	2,371,127
	1961—9 mo. to Mar. 31	65,335,395	(2,911,947)	(1,627,647) [5]	——	1,986,528
Paramount Pictures	1962—qtr. to Mar. 31 [1]	——	——	1,129,000	.67	1,690,231
	1961—qtr. to Mar. 31	——	——	2,450,000 [9]	1.46 [9]	1,673,231
Silicon Transistor	1961—year to Dec. 31	1,682,382	——	36,008	.07	516,250
	1960—year to Dec. 31	1,142,313	——	150,924	.30	500,000
Thompson-Starrett (Delmonico-International)	1962—qtr. to Mar. 31	6,365,939	——	198,529	——	2,817,646
	1961—qtr. to Mar. 31	4,897,431	——	45,093	——	2,666,363
20th Century-Fox	1962—13 wks. to Mar. 31	33,215,994	——	(513,587) [5]	——	2,545,845
	1961—13 wks. to Mar. 31	34,894,728	——	1,669,244	.68	2,446,986

Notes: [1] Preliminary. [2] After non-recurring costs of $375,809. [3] Outstanding Mar. 31, 1962. [4] Includes non-recurring income of $3,215,287 (60¢ a share) from sale of Elliott-Automation Ltd. [5] After special amortization charge of $2,090,000—reflecting new policy of writing off prospective losses on all films released during given quarter. [6] Includes non-recurring net gain of $563,122. [7] After preferred dividends. [8] After $1,284,300 tax credit. [9] Before investment profit of approximately $400,000 (24¢).

TV Tube Sales Lag: First-quarter factory sales of TV picture tubes lagged behind year-ago volume both in units & dollars. EIA report last week showed Jan.-March unit sales at 2,353,561, down slightly from Jan.-March 1961's 2,372,920. Dollar lag was even greater—$45,149,766 for 1962's opening quarter vs. $47,551,594. First-quarter factory sales of receiving tubes, conversely, were markedly ahead in both units & dollars. In 1962's initial 3 months, sales totaled 92,453,000 tubes valued at $78,373,000—compared with first-quarter 1961's 88,781,000 units at $74,811,000.

March factory sales of both TV & receiving tubes trailed year-earlier performance in both units & dollars. March TV picture tube sales totaled 817,830 units valued at $15,580,149—down from March-1961's 936,098 units at $18,725,011. Receiving tube sales in March totaled 34,884,000 units at $29,743,000—down from 36,635,000 units at $30,719,000 in March 1961. Here are EIA's official first-quarter & by-month figures:

	Picture Tubes		Receiving Tubes	
	Units	Dollars	Units	Dollars
January	802,061	15,625,304	29,592,000	24,789,000
February	733,670	13,944,313	27,977,000	23,841,000
March	817,830	15,580,149	34,884,000	29,743,000
Jan.-Mar. 1962	2,353,561	45,149,766	92,453,000	78,373,000
Jan.-Mar. 1961	2,372,920	47,551,594	88,781,000	74,811,000

Italian subsidiary has been established by Collins Radio—Collins Italiana SpA, Milan—joint venture with Telettra Di Telefonia Electtronica e Radio.

Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
AT&T	Q	$0.90	July 2	June 1
Famous Players Can.	Q	.25	June 8	May 23
Hazeltine	Q	.20	June 15	June 1
Litton Industries	Stk.	100%	Aug. 15	July 31

AB-PT's 2nd-quarter earnings will be "at least equal to and probably ahead of" the same 1961 quarter, when AB-PT earned from operations $2,269,000 (53c a share). With capital gains, earnings in 1961 quarter totaled $4,504,000 ($1.06 a share). Pres. Leonard H. Goldenson predicted "a record 2nd quarter in profits" for ABC Broadcasting Div. He told annual stockholders' meeting company is stepping up international operations to be in "key position as foreign and international TV takes hold." By end of 1961, Goldenson reported, ABC had participated in 20 stations in 14 countries with about 15 million sets-in-use.

RCA has postponed its proposed public offering of one million shares of Whirlpool common stock (Vol. 2:14 p13). Pres. Elmer Engstron cited "general market conditions." When RCA proposed early last month to sell all but 158,563 of its Whirlpool shares, latter's closing price was $33 a share, and sale would have netted $33 million. When RCA announced postponement last week, Whirlpool was listed at $29.

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The authoritative service for executives in all branches of the television arts & industries

SUMMARY-INDEX OF WEEK'S NEWS

Broadcast

UHF—THE TELECASTING-MANUFACTURING SURGE in prospect —set-makers to make virtue of necessity, lift from federal ETV funds, hopes of prospective commercial applicants (p. 1).

NETWORK-CODE LIAISON SET—NO PRE-SCREENING included. Seven-point consultation procedure endorsed by networks. CBS against pre-screening, NBC in favor, ABC between (p. 2).

CLARIFYING ETV-FUND DISTRIBUTION, HEW & NAEB suggest answers to some of questions left cloudy by Congress (p. 3).

ADMEN, LAWYERS BLAST FTC CEASE-&-DESIST PROPOSAL at House Commerce Committee hearings, calling it "dangerous", "unprecedented". Dixon testifies measure is necessary (p. 4).

Consumer Electronics

16-IN. PORTABLES won't be price leaders, but feature-laden lightweight specialties. First introduction due soon, another in fall. Other manufacturers may follow (p. 8).

EIA REACTS sharply to all-channel legislation, proposes ad hoc committee to "cope with problems." Manufacturers note spurt in uhf interest. Industry-wide product promotion drive planned for fall. Charles Horne, General Dynamics, elected EIA pres.; Olympic's Sobin heads Consumer Products Div. (p. 8).

LARGE SCALE IMPORTS of 14-in. Matsushita bookshelf TVs begin as first shipment of 1,000 sets arrives; list price is $139.95 (p. 10).

UHF—THE TELECASTING-MANUFACTURING SURGE: Pulse of uhf is quickening—despite fact that main cause of it, all-channel-set legislation, isn't expected to achieve its purpose for many years. Reasons are these:

(1) Since manufacturers will be forced to make such sets, they'll make most of it, try to convert necessity into virtue—probably will sell a real passel of receivers. (We strongly urge all subscribers to scan carefully the index at top of page one each week, because both branches of industry we cover—telecasting & manufacturing—again have vital common interests in set circulation, uhf this time, as they did when we began reporting these trends nearly 18 years ago. For example, see report on EIA convention on p. 8.)

(2) Set makers are already meeting hiked uhf-set demand in addition to anticipating new legislation. In percentage increase, though not yet in absolute volume, uhf set production is up markedly.

(3) $32 million federal shot-in-arm to ETV telecasting will go in large part to uhf. In first place, there are few vhf ETV channels left. Secondly, ETV has much less immediate concern with mass circulation—because many ETV programs are designed for classrooms, where uhf is no problem—though aim is to reach adult home population, too.

(4) Commercial interests, justified or not, are beginning to worry lest competitors nail down big-market channels. Engineers & attorneys tell us backlog of applications in preparation is showing sharp increase—and they predict comparative hearings for uhf channels in big cities before long. Maybe it's publicity about all-channel-law, maybe it's vague hope for pay-TV—whatever it is, it's going to produce bona fide applications.

This could all produce a mighty flurry for year or 2—then hibernate, as FM did, as uhf itself did.

But maybe not.

Meanwhile, back at FCC and Congress. Commission postponed from June 22 to July 23 deadline for filing deintermixture and vhf drop-in reply comments—saying it's because of "pendency of all-channel receiver" legislation. But Commission retained June 22 deadline for replies in overall proceeding to foster expansion of uhf and for replies on added ETV reservations in Fla., Ky. & Ga. Reason, FCC said: With new federal funds for ETV on tap, we want to get through this quickly.

At Senate Commerce Committee, report was issued telling why it favors all-channel bill, voted previous week (Vol. 2:21 p2). It's only way to break "vicious cycle" and get uhf off ground, report said. Here are comments on key points:

(1) "It has been argued that it would be a dangerous precedent which might lead to congressional control of all types of manufactured products. It must be remembered that this involves a unique situation which would not in any way constitute a general precedent for such congressional regulation of manufactured products."

(2) Since FCC said it wouldn't deintermix without giving Congress time to consider proposals, "Your committee considers these representations . . . to be of paramount importance and has taken action on this legislation in specific reliance on them."

(3) We don't know how long it will take for law to produce results or how long deintermixture moratorium will last—but it "may possibly last from 5 to 6 or 7 years."

(4) In allowing FCC to make sure that all sets be "capable of adequately receiving" all signals (inserting "adequately," which House bill left out), law becomes effective. "To do less would be to permit the whole thrust of this legislation to be thwarted. The FCC has assured us that the practical need for procuring authority which would permit effective enforcement of this legislation would not involve the Commission broadly in the dealings of TV set manufacturers. On the contrary, the Commission's authority . . . would be most limited and narrow."

Dissenters Sens. Butler (R-Md.) & Cotton (R-N.H.) said: "We cannot support legislation which asserts the Federal regulatory power for purely social ends, however desirable. The precedent will plague us from now on."

Looks as if it will take couple weeks for Senate passage, House concurrence—what with recess for holiday this week.

NETWORK-CODE LIAISON SET—NO PRE-SCREENING: NAB & networks came up with 7-point system of liaison to minimize violation of programming Code. There's unanimous agreement on it, all way round. Controversial factor not included: pre-screening of programs. CBS is still set against it, NBC all for it, ABC on fence. Sen. Pastore (D-R.I.), who called network chiefs into confab on Code (Vol. 2:20 p2), doesn't see how real self-regulation can work without it.

But there it stands right now—all parties quite happy to get as far as they have. NAB Pres. Collins and Code Authority Dir. Swezey still believe pre-screening is desirable—but don't claim they're "demanding" any such privilege. Sen. Pastore's reaction is much awaited. In his seance with network leaders, he said in effect: "If I can go before the Senate and tell it you have effective self-regulation, I'll fight any bill to regulate networks. If I can't, I'll do just the opposite. And pre-screening is needed." Last week, he reserved comment pending study of NAB-network action. NBC is already complying with 7 points, CBS & ABC due to begin shortly. Here they are:

(1) Networks will give Code staff advance information of programs, similar to that given affiliates.

(2) Networks & Code staff will consult on problems as they arise—N.Y. Code office to be expanded substantially for purpose.

(3) If problems arise after a telecast, network will "post-screen" show for Code Dir.—and they'll talk about it.

(4) Network & Code people will meet periodically to discuss NAB's program monitoring.

(5) Foregoing procedures don't apply to news, information or education programs. Problems concerning these will be discussed separately.

(6) Network has final say on whether to change or to telecast a program. Code Authority has final say on whether program violates code—and its sanction for violations is limited to revocation or suspension of Code membership.

(7) Networks & Code Authority will meet from time to time to discuss how foregoing is working and whether it should be changed.

Obviously, proof of such a guardedly stirred pudding lies in its eating. There's no telling how spicy it is from the surface.

NBC is all gung-ho for pre-screening. It hasn't slightest fear of censorship or veto by NAB. Its position is that pre-screening would be rare, that it's advisory, that station retains final responsibility, that it's a "service" to telecasters.

CBS leadership made clear its concern that NAB pre-screening would be "timid & negative" at best—in speeches to affiliates recently (Vol. 2:20 p2). Collins responded in letter to CBS Pres. Stanton, who has distributed it to affiliates. Collins' points:

We didn't insist on a "right" to pre-screening. We believe affiliates want it. Code is voluntary, an industry creature, not a "foreign" imposition—only what subscribers want it to be. Prior consultation is neither censorship nor veto, should be welcomed. Law permits nothing else, because licensee can't delegate responsibility for program selection. Does Code play it safe? History shows it doesn't. We believe we helped telecasters by evaluating abortion-theme *Benefactors*. And take "The Iceman Cometh." We upheld stations' right to carry it. We're no bluenoses.

Announcing new 7-point program, Collins made following statement:

"All networks have indicated a fine spirit and willingness to cooperate fully under our new 7-point program. As this program unfolds, I am confident it will prove to be the most significant and helpful development yet achieved in our industry's self-regulatory efforts.

"Too much has been said and written about the Code Authority 'pre-screening' network programs. It never has been suggested or intended that the Code Authority set up any procedure by which it would pre-screen the routine, final product of network programming. There was at issue only whether, in rare instances when Code subscribers or the Authority felt a serious need for such, the Code Authority could require a right of final pre-screening. There was a sharp division of feeling among the networks on this.

"Under the agreement we have now reached, no fixed right to pre-screen a final broadcast product is provided.

"We at NAB feel that under any circumstance where any such pre-screening would have been requested under an express right to obtain such, it still can be requested—leaving to the individual network the decision of whether or not it will honor such."

Collins also appointed for first time 3 network representatives to Code Review Board: Alfred R. Schneider, ABC; Joseph H. Ream, CBS; Ernest Lee Jahncke Jr., NBC. In addition, William D. Pabst, KTVU Oakland, was named chmn. for 2 years; Robert W. Ferguson, WTRF-TV Wheeling, reappointed for 2 years; continuing for remaining year of terms were Mrs. A. Scott Bullitt, KING-TV Seattle, and Lawrence H. Rogers II, Taft Bcstg. New 2-year members: George B. Storer Sr., Storer Bcstg.; Roger W. Clipp, Triangle Stations.

New edition of Code text, up to date, easier to read, in more convenient physical format, was distributed last week.

CLARIFYING ETV-FUND DISTRIBUTION: Congress left many vague areas in law granting $32 million ETV funds, and it's largely up to Health, Education & Welfare Dept. to clarify them—which it's beginning to do.

First grants may be made by Sept. 1, we're told by Dr. John Bystrom, who has been designated by Undersecy. Ivan Nestingen to head program. Though $32 million has been authorized and a state may

receive up to $1 million, there are 52 possible recipients—states, D.C., Puerto Rico. So how can that be divided? Bystrom said a minimum sum (to be determined) will be reserved, probably up to 2 years, giving all state legislatures time to meet and appropriate matching funds. Thus, there'll be a kind of "reservation" similar to FCC's ETV "channel bank."

Good service has been rendered by National Assn. of Educational Broadcasters in a question-answer report giving best judgment on uncertainties. Examples:

(1) If applicant already has built ETV facilities, it can get credit for up to 25% of "reasonable cost" of these, plus 50% from federal govt., for total of 75% of new facilities.

(2) Funds covers most equipment other than buildings—including transmitters, towers, microwaves, boosters, translators, repeaters, mobile units, video recorders. No more than 15% of grant may be spent for microwave.

(3) Closed-circuit equipment is covered if it's used "incidentally" for closed circuit. Coverage of camera purchases is "questionable."

(4) Two or more states may join in an application, provided funds are split so that no state gets more than $1 million.

(5) If several applicants from a state ask for total of more than $1 million, HEW will decide who gets what—with those included in a state-wide plan, if any, favored.

(6) Payments may be paid as construction progresses. Applicant doesn't need to have an FCC CP in advance—but HEW will work closely with Commission.

Copies of the 6-page analysis are available from NAEB, Dupont Circle Bldg., Washington.

ADMEN, LAWYERS BLAST FTC CEASE-&-DESIST PROPOSAL: Powerful attack from ad agencies, legal groups and business associations met FTC Chmn. Dixon's pleas to House Interstate & Foreign Commerce Committee for power to issue temporary cease-&-desist orders (Vol. 2:7 p2).

Dixon testified that proposed legislation is "one of the most important pieces of legislation pending before Congress." Bills would give Commission authority to issue temporary cease-&-desist order against alleged business offender pending full investigation. Idea is to protect competitors from injury while long probe drags on.

Proposal could be disastrous to advertising, warned Mahlon F. Perkins Jr., American Assn. of Advertising Agencies. He said AAAA wasn't opposed in principle to idea of temporary injunctions against advertising if issued by federal district courts, but he warned against giving FTC similar power.

Ban of an advertisement, even though temporary, would in most cases destroy its value completely, Mahlon stated. "The essence of advertising, like news, is timeliness," he said. "Vindication months or years later would not restore or compensate those destroyed values."

Harsh criticism also came from American Bar Assn., which called proposal "unprecedented" and "incompatible with American jurisprudence." NAM testified it would be "oppressive and contrary to the spirit of the law." Others against measure included N.Y. State Bar Assn., Commerce & Industry Assn. of N.Y., witness representing 35 state manufacturers' associations.

Dixon asserted Commission is "more competent" than most federal judges to decide when temporary order is needed, also claimed FTC needs added authority to attack backlog of cases. He drew support primarily from small businessmen, including National Congress of Petroleum Retailers and Midland Cooperative Dairy Assn.

At initial session, acting Chmn. Mack (D-Ill.) said that "some very good arguments" for measure have been made, that special House Small Business Subcommittee almost unanimously recommended it. But Reps. Younger (R-Cal.) and Devine (R-Ohio) spoke out strongly against it, Devine calling it "atrocious violation of our judiciary system."

Committee Chmn. Harris (D-Ark.) announced one final session will be held sometime in future.

CURRENT CAPSULES

Creation of communications satellite corporation was approved by Senate Commerce Committee 15-2, Sens. Barrett (D-Alaska) and Yarborough (D-Tex.) opposing. Measure is similar to bill passed by House (Vol. 2:19 p4), though with amendments. House version directed FCC to favor communications common carriers in determining ownership of ground stations, but Senate group amended this to give Commission complete discretion in making choice. Other amendments direct FCC to report to Congress annually on actions it may take on anti-competitive practices within corporation, and to recommend any additional legislation it considers necessary.

Commission also is obligated to assure small businesses opportunity to share in procurement for system and is responsible for authorization of any subsequent issues of stock. Senate bill provides for same ownership as House measure—50% by communications firms, 50% by public, with board consisting of 6 directors representing public, 6 from companies, 3 appointed by President. Measure now goes to Senate.

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Superb Carpenter-orbit TV coverage reaped national expressions of gratitude—as for previous manned space shots—though there's natural tendency of public to begin to take such massive & costly coverage for granted. Singled out for particular approbation was dignity & discretion with which commentators handled fearful pause between astronaut's landing and pickup of his radio beacon after he overshot landing. Coverage also featured spectacular technical innovation—Air Force's telescope-TV camera combination which permitted viewers to follow rocket for 50-some miles after blastoff. Instrument is capable of distinguishing 2-ft. object at 200 miles. CBS sprung a transistorized man-carried portable camera & transmitter using standard image orthicon tube, as opposed to vidicons in earlier portable units. Camera weighs 20 lb., battery & transmitter 40 lb. It's made by Japan's Ikegami Electric Co., was originally developed by Chubu Bcstg. Co.

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"Emmy" Awards telecast drew widest spread of reactions to date. For example, critics & industry experts wondered how "Victoria Regina" could be "program of the year" yet not tops in its own field, drama. They also saw no excuse for technical problems—in video & audio quality, switching, etc. *N.Y. Times* Jack Gould considered it most "inappropriate" to have appearances by Supreme Court Justice Douglas, FCC Chmn. Minow, Sen. Magnuson, Mrs. Lyndon B. Johnson. But, in Washington, we found no similar qualms or afterthoughts. Originally, Minow had been asked to present award in public-affairs category, did consider that inappropriate—but he and colleagues found nothing wrong with final role. Public as a whole probably considered show quite entertaining.

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CATV-microwave decision by FCC—denying additional facilities to Carter Mt. Transmission Corp.—was affirmed by Commission as it denied petitions for reconsideration of original decision, including supporting brief of NCTA. Said FCC: "The economic injury to the licensee [KWRB-TV Riverton] standing alone was not the motivating factor which warranted the action taken by the Commission in this proceeding. However, when the economic impact is of such a nature as to result in an adverse effect on the public interest, then it is incumbent upon the Commission to make a determination as to where the best overall public interest lies. The Commission made such determination after a careful evaluation of all of the factors." Carter Mt. serves CATVs in Thermopolis, Riverton & Lander, Wyo., wanted to provide additional signals.

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Program & logging forms are due for FCC consideration this week, could be finalized. It's understood staff recommendations still contain substantial concessions sought by industry—notably to remove big logging manpower requirements of Commission's original proposal. Current plan envisions, among other things: (1) Survey-of-community-needs filing by all stations. (2) Combined TV-radio program form, some parts applicable to both, some to each. (3) Simplified spot logging. (4) Acceptance of automated logging. (5) Abandonment of applicant-selected composite week. (6) FCC-suggested logging form.

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NCTA-FCC confabs last week permitted both sides to elaborate on previously-expressed views in cordial informal fashion. FCC Chmn. Minow, Comr. Hyde, staff members, had several sessions with NCTA board and hq staff. Both groups considered talks useful, though no substantial position changes were apparent.

Seven out of 10 TV commercials this fall will have been made in New York City, which reigns as the chief production center for commercial filming. So stated Harold Klein, exec. dir. of the Film Producers Assn. (trade group of N.Y. commercial producers) to us last week. Results of a recent FPA study show this pattern, Klein said: (1) Total volume of all U.S. filmed TV commercials is about $70 million. (2) 70% of this goes to N.Y. producers, mostly FPA members. (3) Hollywood accounts for about 18%, Chicago 6%, remainder scattered. (4) Number of TV film commercials to be filmed during 1962 is approximately 40,000—about same as last year, but average commercial today costs about 10% more.

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Review Board selections by FCC (Vol. 2:21 p3) were generally well received by Washington attorneys & engineers who'll appear before them: Donald J. Berkemeyer, chief of Office of Opinions & Review, to be chmn.; Dee W. Pincock, Asst. General Counsel; Joseph N. Nelson, chief of Renewal & Transfer Div.; Horace E. Slone, engineering asst. to Comr. Bartley. Selection of 4 was termed by insiders "a typical Commission compromise"—between the 3 & 5 suggested. Three will sit at any one time, with positions to be rotated. Surprise was selection of engineer, not expected earlier. Selectees will examine proposed rules establishing Board, give FCC recommendations. Appointments open plum jobs, precipitate customary maneuvering.

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TV stations expect revenue increase of 6.7% in 1962, NAB reports. Survey by NAB's Broadcast Personnel and Economics Dept. found 82% of TV stations expecting rise, 3% decrease, 15% no change. Stations in smaller markets anticipate increases of more than 7%, those in largest markets 5%. Radio stations look for 3.5% climb in revenues.

Personals

William G. Seiler promoted to ABC Films Southern div. mgr. . . . Herbert R. More promoted to Kliegl Bros. vp. . . . Charles W. Whitley appointed WSOC-TV & WSOC Charlotte, N.C. chief engineer; Odell Hartis named WSOC-TV studio engineering supervisor. . . . John T. Caldwell Jr., ex-educational WMSB (Ch. 10) E. Lansing, Mich. production & facilities mgr., named NET distribution & operations dir., Ann Arbor.

David Bellin promoted to NBC trade and o&o stations advertising mgr. . . . Robert Rohde named Katz agency Western TV stations sales mgr.; Joseph Hogan Eastern TV stations sales mgr.; William Lee, radio stations sales mgr.—all Chicago.

Vic Sterling named WPTA & WPTH(FM) Ft. Wayne program dir. . . . Robert M. Peebles, radio WROW Albany, N.Y. gen. mgr., named vp of parent Capital Cities Bcstg.

Spencer Denison, ex-radio WVIP Mt. Kisco, N.Y. station & sales mgr., named an NAB field rep . . . Hy Hollinger promoted to Paramount publicity mgr.

Allan L. Wester named KSTP-TV & KSTP St. Paul sports dir. . . . Robert Williams, radio WHLM Bloomsburg, elected Pa. Assn. of Bcstrs. pres.

Kurt Blumberg, ex-Robert Lawrence Productions, named sales director, Dolphin Productions, 37 W. 57th St., N.Y. . . . Bob Walker & Walter Evans promoted to news directors of Dallas' WFAA-TV & WFAA, respectively.

Richard Walsh, IATSE pres., elected pres. of Inter-American Federation of Entertainment Workers at its second congress in Lima, Peru; Stanley Ballard, AFM, named treas.; Juan Jose Osorio, National Musicians Union of Mexico, named gen. secy. of the Mexico City-based group.

Radio "overpopulation" committee, to assist with FCC-industry studies of problem, appointed by NAB Pres. Collins: George C. Hatch, Intermountain Network, Salt Lake City, chmn.; John F. Box Jr., Balaban Stations, St. Louis; Melvin Goldberg, Westinghouse, N.Y.; H. Randolph Holder, WGAU Athens, Ga.; Ray Johnson, KMED Medford, Ore.; Carl E. Lee, Fetzer Bcstg., Kalamazoo; John F. Patt, WJR Detroit; Loyd Sigmon, Golden West Bcstrs., Los Angeles; Cecil Woodland, WEJL Scranton. NAB radio vp John F. Meagher will head staff work.

Cute article in May 28 *Newsweek* lists top jobs open or opening in Administration, using help-wanted style, includes: "FCC COMM.—Exp. yng. lwyr. to help N. Minow in wstlnd. Job avail. in June. Sal: $20,000. No ntwrk. employes, pls." Presumably, reference is to expiration of Comr. Cross' term end of June. But there's no reliable word—despite speculation—on whether Cross will be reappointed, whether Broadcast Bureau Chief Kenneth Cox will get job instead—or what.

Application for Ch. 10 Miami has been filed by National Airlines (Public Service TV), which lost WPST-TV in first of the celebrated FCC-influence cases involving ex-Comr. Mack. Applicant intends to compete for channel along with all others seeking it. FCC gave channel to L. B. Wilson, but granted it only a 4-months license—leaving field open for new applications by Wilson and others.

Political broadcasting report by Senate Commerce "Freedom of Communications" subcommittee, headed by Sen. Yarborough (D-Tex.) (Vol. 2:17 p3), is getting FCC consideration. Commission is thinking about issuing report as an "inquiry," simply inviting everyone's comments on it. Report has many recommendations for new FCC procedures to insure "fairness."

FCC vacations in August per custom, scheduling no hearings or oral arguments, holds sole law-required-minimum meeting Aug. 1.

Decline in written memos at networks, rather than cutback in action & adventure, will be major result of year's crop of Congressional & FCC TV hearings, May 23 *Variety* predicts. It quotes network official: "You can bet that there's gonna be a heavy cutback in paper work from now on and a lot more verbal instructions wherever possible." He added that program content will not be materially affected by recent hearings, noting: "Unless the Senate or the FCC try to dictate that we should no longer program action-adventure series, we will continue to make our shows as exciting as possible."

NYU will offer TV-radio course June 25-Aug. 3, for students specializing in TV-radio and for people now in TV. Six-day-a-week schedule includes TV & radio studio and classroom work, study of cameras, booms, lights, controls, film & slide projectors. It covers TV production, direction, management, writing, programming. Lectures will include experts from communications industry. For information: Wallace A. House, Director, Summer Workshop in TV & Radio, NYU Div. of General Education, 1 Washington Square N., N.Y.

N.Y. Mayor Wagner attacked TV and other media for imparting harmful moral attitudes to youth, telling meeting on "Mass Media and the Moral Climate," that TV has failed to use its power to educate young people. "I think, myself," Wagner stated, "that Mr. Minow is being, if anything, a little soft on the TV industry" but said other media also are to blame.

Strong stand against false advertising must be taken by TV and other media, NAB N.Y. code authority mgr. Stockton Helffrich told 48th annual conference of Assn. of Better Business Bureaus. He said one of "weakest links" in self-regulatory process "is a continuing reluctance to stand up . . to those advertisers who would risk television's reputation and that of other media"

Experimental 2,000-mc closed-circuit ETV system (Vol. 2:21 p4) will be demonstrated by Adler Electronics at Northedge School, Bethpage, N.Y. June 14. System is being operated as FCC experimental project, interconnects 8 schools in Nassau County.

Daytime viewing in summer is increasing more rapidly than year-round daytime viewing, TvB reports. New publication, *TvBasics*, reports number of homes tuned in during daytime in summer increased 16.4% from 1959 to 1961, while all-year daytime viewing rose only 13.5%. Pamphlet also reports public investment in sets to date is $19.5 billion, advertiser investments $12.1 billion.

FCC relented, took heat off small radio WITT Lewisburg, Pa., gave it one-year renewal, excusing its admitted unauthorized transfer, accepting plea of unfamiliarity with FCC processes. It's one of few instances of Commission clemency in such cases in last couple years.

Shift from Ch. 13 to Ch. 9 by WWTV Cadillac-Traverse City, Mich. was made in one night with virtually no interruption in service, station reported. FCC made change to free Ch. 13 for assignment in Grand Rapids. Owner Fetzer TV also announced new satellite WWUP-TV Sault Ste. Marie is due on air July 1.

Allocations petition by U. of Vt., proposing statewide ETV system, seeks reservation of Ch. 49 in Rutland, 30 in St. Johnsbury, 26 in Windsor, shift of reservation from 16 to 22 in Burlington, deletion of Ch. 26 from Hanover, N. H. & New London, Conn.

Sales approved by FCC: (1) KODE-TV & KODE Joplin, Mo. for $1.85 million, to Gilmore Bcstg. Corp., by WSTV Inc. (2) KFBB-TV & KFBB Great Falls, Mont., for $610,000, to Harriscope Bcstg. Corp., by KFBB Bcstg.

Radio promoting TV in N.Y.: Norfolk-Newport News stations WAVY-TV, WTAR-TV & WVEC-TV are sponsoring 3 weeks of spots on radio WPAT Paterson sell N.Y. ad agencies, other marketing executives.

Revised & updated **2nd edition** of *Techniques of Television Production* by UCLA ETV chief Rudy Bretz released by McGraw-Hill, 330 W. 42nd St., N.Y. 36, $10.75.

Canadian distribution of CBS films will be handled by new firm, Page One Ltd.; headed by Kenneth Page, expres. of S. W. Caldwell Ltd., former CBS Films distributor.

New Australian coaxial cable, covering 600 miles between Melbourne & Sidney, has gone into operation, will be able to carry TV in about 2 years.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Income	Per Common Share	Common Shares
Disney Productions	1962—6 mo. to Mar. 31	$ 32,643,281[1]	$5,211,065	$ 2,425,065	$1.45	1,674,804
	1961—6 mo. to Mar. 31	23,065,743[2]	1,389,982	669,982	.41	1,626,023
Muntz TV	1962—8 mo. to Apr. 30	8,977,578	—	750,630	.52	1,409,982
	1961—8 mo. to Apr. 30	6,443,000	—	462,750	.38	1,175,876
Perkin-Elmer	1962—9 mo. to Apr. 30	20,924,412	—	747,146	.59	1,276,759
	1961—9 mo. to Apr. 30	18,335,154	—	730,868	.58	1,252,460
Philips Lamp	1962—qtr. to Mar. 31	333,000,000	—	21,900,000	—	—
	1961—qtr. to Mar. 31	297,000,000	—	21,400,000	—	—
Transitron Electronics	1962—40 wks. to Mar. 31	22,850,503	—	530,345[3]	.07	7,503,369
	1961—39 wks. to Mar. 25	31,038,990	—	2,970,840	.40	7,502,500
	1962—13 wks. to Mar. 31	6,625,529	—	113,744[3]	.02	7,503,369
	1961—13 wks. to Mar. 25	7,512,689	—	(696,804)	—	7,502,500

Notes: [1]Includes $3,480,314 from TV. [2]Includes $2,810,133 from TV. [3]Includes non-recurring income of $165,000 from sale of salvage.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

16-IN. PORTABLES NO PRICE LEADERS: Some people have gotten wrong idea about upcoming 16-in. portables (Vol. 2:19 p7), and a couple of manufacturers are pretty upset about it. Fact of matter is, 16-in. is being groomed as special-purpose set, with special features, and there's no present intention to sell it as low as today's 19-in. leaders.

Most promotable feature of 16-in. set is portability. Best guess is that 16-in. sets will weigh about 20 lb., be promoted as "lightweight" portables. To best of our knowledge, only 2 manufacturers now are committed to producing 16-in. sets. One introduction should come soon, other in fall.

New 16-in. square-corner tube costs nearly as much as 19-in., doesn't make possible ultra-bargain set. When erroneous report recently got out that $129.95 price would be put on set, both manufacturers were anything but delighted. Admittedly, neither set maker knows whether public will take to new lightweight smaller-screen portable, and neither is committed to heavy production run—there are just about enough orders to make it possible for Corning to go into 16-in. bulb production.

Some other manufacturers are squatting on sidelines, trying to decide whether to sit this one out—or wondering when to jump. Among top set makers, one is looking very seriously at 16-in. right now, could move soon, probably will. Another is squarely on middle of fence, probably won't decide until after first 16-in. is on market. Several others have decided to pass this one up—at least this year.

Set makers can't exactly turn on a dime in 16-in. field. These new-type sets require elaborate tooling, imaginative design, if they are to be sold at closer to $200 than $130—and nobody wants to schlock it up.

So, when 16s come out, you can expect them to be promoted as specialized sets for special market, with sharp, clear pictures, attractive design, easily movable from room to room, easily transportable for vacations. It's not almost-as-good substitute for 19-in. portable, but a horse of a completely different color—pardon, black-&-white.

EIA SEEKS VOICE IN UHF SET STANDARDS: Confronted with imminent passage of all-channel receiver legislation, EIA prepared last week to call for organization of ad hoc committee of TV set manufacturers "to cope with the problems to be presented" when bill becomes law.

Composition and duties of committee weren't spelled out—but obviously its first job will be to approach FCC and request voice in setting up any definition of "adequate" uhf set performance or in establishing standards for receiver reception and sensitivity.

One of other "problems" cited in meeting of Consumer Products Div. exec. committee last week at EIA's 38th annual convention in Chicago—and with which ad hoc committee will be asked to cope—is how to explain to public that inevitable rise in price of sets is fault of govt., not manufacturers.

There was bitterness among set-makers who opposed bill. "If the govt. can tell us what to make, let them tell us how to sell it," said one. Among ad hoc committee's later duties presumably will be campaign to inform public that the anticipated 14% increase in cost of sets has been dictated by govt. and is not attempt by industry to mulct consumers. Another part of campaign will be attempt to make sure consumers don't blame manufacturers for uhf's tuning difficulties and other limitations.

Ad hoc committee was recommended by outgoing Consumer Products Div. Chmn. Edward R. Taylor of Motorola. It will be organized by Taylor's successor, Olympic Pres. Morris Sobin, and EIA consumer products staff director L. M. Sandwick.

Majority of setmakers at EIA convention reflected organization's view that FCC & Congress are "robbing the consumer of his freedom of choice." Nevertheless there was strong feeling—stressed in Consumer Products Division's annual report—that, regardless of legislation, uhf is on the way up.

To be sure, there was something almost resembling jubilation among tuner & some parts & transmitter manufacturers, who feel they stand to reap extra business if bill passes—and some told us that while they oppose principles of legislation, they expect it to increase their sales.

"The future course for uhf is up," Taylor said in his farewell report as division chairman, "and the rise over the next 10 years could be very significant for the receiver industry." He pointed out that EIA figures already show "rise of more than 100% in uhf receiver production" in 1962's first quarter over last year's corresponding period (Vol. 2:20 p11). He cited recently enacted legislation authorizing federal grants for ETV construction as significant factor in uhf's future.

FM & ETV receivers were described as other important consumer product growth areas, Taylor predicting "orderly boom" for former and "substantial potential" for latter.

Guiding destinies of EIA for year will be Charles F. Horne, senior vp of General Dynamics and president of its General Dynamics/Electronics & General Dynamics/Pomona subsidiaries. A retired rear admiral in the Navy & former CAA administrator, he succeeds GE's L. Berkeley Davis as president of the manufacturers' association. (Other EIA election reports on p. 10.) Among other EIA highlights:

Consumer electronics promotion campaign: Industry may finally be getting together on full-scale drive to promote TVs, radios & phonos. Unanimous vote by Consumer Products Div. executive committee—including those who have opposed such campaigns in past—authorized staff dir. L. M. Sandwick to prepare outline of PR campaign for submission to members at September meeting. As Sandwick described it to us, drive will stress "quality at reasonable price" in today's consumer electronic equipment.

All-day EIA program geared to "What's Ahead for Consumer Electronics" is scheduled for June 26 at Music Show in N.Y., with top speakers from govt. & industry featured in panel discussions on ETV, color, radio & phonos. (For list of speakers, see p. 10.)

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Electronics a $13.85-billion industry: New statistical research has revealed electronics is bigger industry than was previously believed, Davis announced in his report concluding 2 years as president. Some defense expenditures for operations, maintenance & testing have been overlooked in past—and as a result he upped his estimate of 1962 factory sales to $13.85 billion from his previous forecast of $10.8 billion. (Using old statistical method, EIA had set 1961 sales at $10.15 billion.) Almost 60% of industry's sales this year will be to govt. Although he predicted continuing growth, he warned that electronics manufacturers who do not keep abreast of technical progress and adapt to changing markets "may well disappear."

Electronics failures increase: As if to underscore Davis' report, EIA's Credit Committee reported electronics industry set all-time high in "financial embarrassments" in the 12 months ended last April 30. However, trend followed pattern for other industries, report pointed out. In manufacturer failures, component makers held lead, followed by instruments & test equipment, but report cited "noticeable increase in the failure of the producers of stereo-high-fidelity equipment."

Foreign trade patterns: Parts Div. reported substantial components industry growth in last year despite increasing imports—and that American component exports have done surprisingly well in the highly competitive world market." Tube & Semiconductor Div., however, warned that "receiving tube industry appears to be facing the greatest threat from abroad and, specifically, from the Japanese." Chmn. George W. Keown, Tung-Sol, stated that Japanese manufacturers are concentrating on certain parts of U.S. tube market "in an effort to seize this segment of the market."

Engstrom urges industry study: RCA Pres. Elmer W. Engstrom, receiving EIA's Medal of Honor, proposed "a general stocktaking of [the electronic industry's] present status and our future prospects," similar to study recently undertaken by Brookings Institution on prospects of civilian space program and its possible impact on the economy.

QUANTITY IMPORTS OF 14-IN. TV BEGIN: Another Japanese TV brand has begun to show up in quantity on U.S. docks. It's Matsushita's long-touted Panasonic bookshelf TV, which carries list price of $139.95.

First shipment of 1,000 sets has arrived—all pre-sold to retailers, and unspecified amount of these pre-sold to consumers. Macy's, one of Matsushita's biggest customers, advertised Panasonic TV last winter, invited shoppers to look at samples, place orders for May or June delivery, to become "first in the neighborhood to own one." Macy's won't reveal how many it sold this way.

Matsushita of America, U.S. branch of big Japanese firm, says sets will come in now in accelerating quantities, begin appearing in stores in week or so. Matsushita officials won't state how many they plan to import this year, but it's believed that shipment of 1,000 sets makes Matsushita 3rd biggest Japanese brand in U.S.—behind Delmonico (about 18,000 this year) and Sony (about 6,000).

Matsushita is known for strict maintenance of retail prices—which raises interesting question: How many of these sets can be sold at $139.95—higher than actual retail price of many low-end 19-in. portables? Does 14-in. bookshelf set have same type of appeal as domestic manufacturers hope 16-in. lightweight portable will have (see p. 8)?

Star-Lite's little 8-in. set, which lists at $129.95, has been spotted in stores tagged as low as $89.95. Delmonico's 8-in. lists at $119.95, also sells lower. Toshiba's 10-in. set ($129.95 list), slated to begin arriving this year, isn't anywhere in sight.

TV-RADIO PRODUCTION: EIA statistics for week ended May 18 (20th week of 1962):

	May 12-18	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	117,930	126,412	120,541	2,573,242	2,063,700
Total radio	360,823	378,179	203,706	7,139,208	5,595,098
auto radio	129,091	132,301	100,841	2,523,228	1,760,812

EIA elections: In addition to Pres. Horne & Consumer Products Div. Chmn. Sobin (see p. 8), these industry members were elected to EIA posts: To EIA board: **Joe Friedman**, Trav-Ler; **Robert W. Galvin**, Motorola; **J. L. Hanigan**, Corning; **M. H. Benedek**, General Instrument; **R. J. Grigsby**, The Grigsby Co.; **Dr. Robert C. Coon**, Univac (Sperry Rand); **J. J. Graham**, ITT; **W. E. Andrus Jr.**, IBM; **M. W. Kremer**, Sylvania. To division posts: Military Products, **Dr. Ashley A. Farrar**, Raytheon, chairman; **W. Preston Corderman**, Litton, and **Richard B. Leng**, Quantatron, vice chairmen; Industrial Electronics, **Grafton P. Tanquary**, Litton, chairman; **Ralph E. Van Hoorne**, ITT, vice chairman; Parts, **Allen K. Shenk**, Erie Resistor, chairman; **J. A. Milling**, Howard W. Sams & Co., and **G. B. Mallory**, P. R. Mallory & Co., vice chairmen; Tube & Semiconductor, **George W. Keown**, Tung-Sol, chairman (reelected). New EIA vps: **W. Myron Owen**, Aerovox; **L. L. Waite**, North American Aviation. **Leslie F. Muter**, The Muter Co., was re-elected to 27th term as treasurer.

Color TV will be available in kit form beginning in August, Transvision Pres. Herbert Suesholtz told distributors at Parts Show in Chicago last week. Using RCA-designed circuitry, complete kit is priced at $379 without audio system, or is available in 10 pay-as-you-build sections. With audio system, package costs $399. Remote-control version will be available for $60 extra.

Pocket tape recorder, about size of king-size cigarette pack, will be produced by Sony next year and is slated for import to U.S. by Superscope. Designed for speech, and not music, reproduction, it will probably be priced over $100.

Speakers & panel members scheduled to appear at EIA's all-day program at Music Show in N.Y. June 26 (see p. 9): ETV session—HEW Undersecy. Ivan Nestingen; James Robertson, National ETV & Radio Center; Edward R. Taylor, Motorola; O. H. Yoxsimer, Westinghouse; Harris O. Wood, Philco; George C. Connor, Sylvania. Color TV—Morris Sobin, Olympic; NBC-TV sales vp Don Durgin; ABC-TV admin. vp Alfred Schneider; Thomas L. Flynn, Packard Bell; Richard M. Sanford, Sherman Clay & Co.; NARDA Chmn. Mort Farr. Radio—Orphie R. Bridges, Arvin; FCC Comr. Robert T. Bartley; William Clemmons, GE; Sidney Harman, Jerrold; Gary Gielow, KPEN San Francisco; David H. Polinger, WTFM Fresh Meadows, N.Y.; Donald E. Bowman, Lyon & Healy. Phono—Armin E. Allen, Philco; RIAA Pres. Glenn E. Wallichs, Capitol Records; Joe Friedman, Trav-Ler; William Schroeder, Waters-Conley; Leon J. Knize, Ravenswood; James A. Stark, GE; Tanner Crisley, Aeolian Co.

Numbers game (continued): Admiral reports distributor orders for its new consumer electronics line hit all-time record at its 2 recent distributor meetings, 23% higher than at last year's meeting • **Du Mont** home entertainment instrument sales for 6 months ended April 30 were 36% higher than same 1961 period, with April sales 26% over 1961, according to sales vp George M. Hakim • **Symphonic** reports April phono shipments 42% higher than last year.

Emerson will hold convention for domestic & foreign distributors & licensees of all of its lines—Emerson, Du Mont, Granco, Telectro & Quiet Kool—June 14-16 at Hotel Americana, Miami Beach.

Trade Personals

Peter J. Grant, former Sylvania Home Electronics Corp. pres. (Vol. 2:11 p9), appointed mgr. of Magnavox's Zone 3, embracing Ohio, western Pa., W. Va., Ky., parts of Ind., headquartering in Cleveland; Joseph Conroy, ex-Whirlpool & McGraw-Hill, named Zone 10 mgr., a new post embracing New England, with Boston hq.

Jack E. Lau resigns as Sylvania stereo-hi fi sales mgr. . . . Samson M. Mittelman, ex-Sylvania, appointed Sony N.Y. & N.J. district mgr.

Ralph B. Soper, Sylvania Semiconductor Div. project engineer, awarded patent for method & apparatus "for precisely & accurately reducing small semiconductor dice or bodies to the proper thickness, in a controlled manner, by etching". . . . Dr. John L. Sprague promoted to Sprague Electric senior vp & engineering laboratory co-dir.

Morris Reaboy, ex-Slate Electronics and Capehart Corp., appointed Symphonic national credit & operations mgr.

G. W. Sandell named gen. mgr., Minnesota Mining & Mfg. subsidiary Revere Camera, maker of photographic & tape recording equipment, succeeding G. J. Wachholz, named to new post of division vp of 3M's photographic products group, including Revere.

Richard Helhoski appointed Blonder-Tongue Labs mktg. dir. . . . Leo Henry named RCA Victor Co. Ltd. (Montreal) project styling dir., succeeding F. A. Richards who retires May 31 after 35 years with firm.

K. C. Moritz appointed vp in charge of General Instrument's new International Div.

V. N. Zachariah (pres., Zach Electronics, San Francisco), elected pres., National Electronic Distributors Assn., succeeding Mauro E. Schifino; Byron Deadman, (pres., Northern Radio & TV Supply, Green Bay, Wis.) succeeds Zachariah as NEDA chmn. Other NEDA officers: Alex Brodsky (Allied Radio), vp; Mike Ebinger (Ebinger Electronics, St. Louis), vp, service-dealer div.; William Harrison (Harrison Radio Corp., N.Y.), vp, industrial div.; John H. Brown (J. B. Distributing Co., Omaha), secy.-treas.

Joseph West appointed Automatic Radio Mfg. asst. vp & controller. . . . Jack L. Conway named Sylvania tube div. safety engineer, succeeding James J. Lawler, transferred to GT&E's N.Y. office.

Leon A. Wortman resigns as Fisher Radio mktg. services dir.

Richard S. Leghorn, Itek co-founder, resigns as pres. & chief executive officer because of "irreconcilable differences of long standing over management policies." Franklin A. Lindsay elected pres., succeeding Leghorn who will retain a part-time relationship with Itek.

John B. Lawson named gen. mgr., Ford's Aeronutronic Div., Newport Beach, Cal., succeeding Gerald J. Lynch, resigned.

Robert J. Morgan named exec. dir., Electronic Representatives Assn., Chicago, succeeding William C. Weber Jr., resigned to enter private business. . . . Leon Cantor, one-time Westinghouse TV-Radio Div. technical writer, appointed Blonder-Tongue Labs PR dir.

Obituary

Robert G. Tabors, 47, Textron Electronics pres., died in May 22 crash of Continental Airlines jet near Unionville, Mo.

Distributor Notes: Philco Corp. has appointed Graybar Electric its distributor for Los Angeles region, Standard Electric Supply, Milwaukee, for eastern & central Wisconsin & northern Illinois. The 2 independent distributors replace Philco factory branches in those market areas.

"TV Set Buyer's Guide '63" will be issued as special pull-out supplement to *TV Guide's* issue of Sept. 8, editor Merrill Panitt announced at week's end. The 32-page supplement, designed as "service to readers," will treat all major nationally distributed TV brands and will go to a circulation of more than 8 million families—about one out of every 6 TV homes in U.S. First venture of its kind by mass-circulation magazine, "Buyer's Guide" will contain articles about trends in TV set design, new features in 1963 sets, how to buy TV set, installation & maintenance, in addition to color photos of new sets and summaries of each manufacturer's lines. Scheduled to become an annual supplement, content of "Buyer's Guide" will be about 50% editorial copy & 50% advertising. Editorial matter for supplement is being prepared by David Lachenbruch, *Television Digest* managing editor.

Highly controversial anti-trust case, involving operations of Candian subsidiaries of U.S. TV-radio manufacturers, popped into news again last week when Netherlands-based Philips of Eindhoven agreed to stop taking part in any scheme to block exports of U.S. made TVs & radios to Canada. Agreement filed in N.Y. Federal District Court becomes effective in 30 days, and U.S. Justice Dept. said it would drop Philips from case. Other 2 defendants in suit, GE & Westinghouse, are scheduled for trial next October. Twelve other companies, including RCA & Hazeltine, were named as co-conspirators, but not defendants when case was filed in 1958 (Vol. 14:48 p13). Gist of charge was that Canadian subsidiaries of GE & Westinghouse were instrumental in setting up Canadian Radio Patents Ltd., which blocked import of U.S. made sets into Canada. At time of filing, suit was widely criticized as U.S. attempt to meddle in Canadian internal affairs.

Raytheon sees "no reason to modify our belief that 1962 sales will amount to at least $600 million and that the return on sales should average out to approximately 2%," Pres. Charles F. Adams told annual meeting. In 1961, Raytheon earned $6.8 million on record sales of $562.9 million. Second-quarter sales will top $150 million and earnings "should be higher than the $2.5 million reported in the March quarter," he said. For first half, Raytheon sees record sales of more than $300 million (vs. $280.1 million a year ago), earnings of more than $5 million (vs. $3 million).

Thermoelectric air conditioner & 2-cubic-foot refrigerator were introduced by Borg-Warner. Refrigerator will become available around Sept. 1. Retail price has not been set, but Norge Div. Chmn. Judson Sayre said company is "shooting for between $500 & $600." York Div. Pres. Joseph B. Elliott estimated air conditioner would cost "3 to 5 times" as much as conventional model, rated it at about 3,000 BTUs. It can also produce heat by reversing current flow.

More signs of life in uhf (see p. 1); Standard Kollsman showed prototype uhf converter to distributors at Chicago Parts Show last week.

New EIA member: Symphonic Radio & Electronic Corp.

Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Amphenol-Borg Elec.	Q	$0.20	June 29	June 15
Walt Disney	Q	.10	July 1	June 15
Globe-Union	Q	.30	June 9	June 1
Meredith Publishing	Q	.35	June 14	June 1
MGM	Q	.50	July 16	June 15
Pathe Equipment-A	—	.05	June 1	May 15
Rollins Bcstg.	Q	.08	July 25	June 25
Sprague Electric	Q	.30	June 14	May 28
Standard Radio Ltd.	Q	.20	July 10	June 20
Time Inc.	—	.75	June 8	May 24
Trans-Lux	Q	.15	June 29	June 15

Hertz Rent-All stores in N.Y. & Chicago (Vol. 2:17 p8) are operating in red, but "we expect the stores in Chicago to be in the black by the middle of the year," Hertz Chmn. Leon C. Greenebaum told stockholders. The N.Y. & Chicago stores are company operated, outlets in 8 other cities are franchised. "It may turn out that Rent-All will have to go into department and other stores," Greenebaum said. "In fact, it may be that some day a customer will have the choice of either buying or renting just about anything in a store." A Rent-All outlet already is in operation in Cincinnati's big Shillito Dept. Store. TVs, radios and host of other Rent-All products offered by Hertz licensee Rent-All Servicenter can be rented by Shillito shoppers for cash or on their Shillito charge accounts.

Muntz TV will consider paying dividends on both common & preferred shares "early next year," Pres. Walter A. Keil reported. He said earnings in 8 months to April 30 rose 52¢ a share from 38¢ in comparable 1961 period (see financial table). Keil said Muntz will have repaid by next February the $400,000 in promissory notes remaining from its reorganization in 1957 after bankruptcy. Dividends cannot be paid until notes are paid. For its 1962 fiscal year ending August 31, Muntz TV is forecasting earnings of 76¢ a share on $12 million sales—up from 59¢ on $9 million sales in fiscal 1961.

Philips Lamp, Netherlands-based worldwide electronics firm, has set a price equal to $33 a share on its proposed stockholder offering of 6,153,140 shares (Vol. 2:15 p14). Philips will accept the subscription price in U.S. dollars at a fixed conversion rate. Announcement of offering in U.S. is awaiting SEC's approval of Philips' registration statement.

Lear-Siegler Inc. will be listed on New York Stock Exchange under symbol LSI if stockholders approve proposed merger (Vol. 2:18 p12). NYSE has approved symbol, and it's anticipated there will be some 3.8 million Lear-Siegler shares outstanding. Siegler shareholders vote on merger May 31.

Philco "is in the red now, that's for sure, and will be for a short time," Ford Chmn. Henry Ford II told stockholders. Ford executives, although good, he said, aren't good enough "to turn it around in one year." Ford officials said newly acquired Philco subsidiary may continue to operate in red for 2 years.

Crosby Electronics & subsidiary Crosby-Teletronics have been ordered by Federal Judge Joseph C. Zavatt in Brooklyn to file a Chapter X reorganization plan (Vol. 1:10 p11) by June 8 or report why it can't.

Reeves Bcstg. & Development Corp.'s present investments are "allocated as 42% broadcasting, 21% studio and 37% real estate," Pres. Hazard E. Reeves notified stockholders in pamphlet report. For year ended Dec. 31, 1961, sales jumped 78% to $4.3 million from $2.4 million, but earnings tumbled to $157,877 from $328,284 (Vol. 2:17 p6). Reeves termed 1961 as year of "considerable consolidation & growth," noted growth produced "number of non-recurring costs which virtually eliminated operating profits." He said "we recognize that our efforts to finance our expansion with a minimum of equity dilution and our policy of rapid write-off of new acquisitions often mitigate against immediate profits" but "this policy will result in greatly increased stockholder benefit over the longer term." Reeves Bcstg. & Development closed 1961 with total current assets of $1,571,125 (including $333,996 cash) vs. $913,157 ($322,084) at 1960's end. Total current liabilities were $1,279,176 vs. $832,274 a year earlier.

Taft Bcstg. expects fiscal-1963's first quarter, ending June 30, to be "well over" year-earlier period when Taft earned $460,683 (30¢ a share). April's net alone was up 33% over April 1961—to $212,944 (13½¢) from $160,164 (10¢). Pres. Hulbert Taft, Jr. said he would "hazard a guess" that Taft would buy a TV station in one of nation's top 30 markets in next year. He said Taft can pay up to $25 million for it, announced recent purchase for $799,000 of assets of a 38-lane bowling center in suburban Cincinnati. Taft made this observation about FCC Chmn. Minow: "I'm beginning to think he's going to make a darn good chairman, despite some irresponsible statements he made a year ago. He's intelligent, and he's learned a lot in the last year."

Stockholders of Outlet Co. (WJAR-TV & WJAR Providence) have authorized issuance of additional 1,002,900 shares of common & 30,000 shares of preferred. Pres. Joseph S. Sinclair said new stock will be used exclusively for expansion in broadcasting or retailing fields, and company is now considering possibilities in both areas. Outlet Co. presently has outstanding 497,000 common shares and no preferred. Final figures are not yet available, but first-quarter operations ran ahead of 1961's opening quarter, Sinclair said.

Technicolor has adjusted its first-quarter earnings downward to $513,000 (20¢ a share) from $567,326 (22¢) previously reported (Vol. 2:18 p6). Company earned $451,479 (18¢) in 1961's opening quarter. Queried about Technicolor's failure to pay dividends in past 5 years, Chmn. Patrick J. Frawley Jr. told annual meeting company could issue cash dividend but wants to conserve funds for future development. He said directors are "considering" [illegible] dividend, which he opposes. Frawley [illegible] is Technicolor's largest stockho[illegible]

MCA has offered holders of Dec[illegible] shares a stock exchange deal valued at approx[illegible] million. Offer for proposed acquisition of Decca ([illegible] p12) expires June 18 and is conditional on acceptance at least 80% of Decca shares. Lehman Brothers is managing the solicitation, which provides for exchange of each Decca share for one share of new convertible MCA preferred plus ⅓ of a share of MCA common.

Terminal-Hudson Electronics scored record first-quarter sales of $3.5 million, up from $3.3 million in 1961's initial 3 months. Profit figures were not released. Chmn. William Filler forecast total 1962 sales of $14.5 million, up from 1961's $11.5 million.

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WEEKLY

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The authoritative service for executives in all branches of the television arts & industries

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Broadcast

"SPECIALIZED TV" services now in operation in N.Y. provide clues for similar operations elsewhere. Closed-circuit hotel system gets first 6 sponsors; scrambled police lineups on WUHF win police enthusiasm (p. 1).

FCC THUMBS DOWN ON CBS 'INCENTIVE' PLAN, 6-1 vote, may strengthen chances of reversal on option time. Dissenter Ford believes FCC should wait for court decision (p. 2).

FCC STAFF COMMENTS ON MANAGEMENT REPORT, likes idea of more funds & people, objects to strong executive director and new Office of Special Services (p. 2).

CURRENT CAPSULES: Kennedy urges 1964 equal-time suspension. CBS's Stanton lashes proposed magazine postal rate increase. Hartford pay-TV project debuts June 29 (p. 3).

Consumer Electronics

TRENDS IN '63 LINES: Upgrading of furniture values, more bonded tubes, heavier FM & FM-stereo emphasis, new portable phono configuration; prices firm to slightly lower. Sets unveiled by Admiral, GE, Motorola (p. 6).

NO UHF BREAKTHROUGH in sight—in fields of cost, performance or life. But tuner makers see gradual improvement, costs coming down about 10% with mass production. Set makers seen "jumping gun" on FCC, beating deadline for all-channel sets (p. 7).

GOVT. SAYS NO TRANSISTOR IMPORT CURB NECESSARY, ending 2½-yr. probe into possible adverse effects of rising Japanese imports on U.S. security. EIA calls decision "disappointing" but accepts promise of continued OEP surveillance (p. 8).

2 NEW PICTURE TUBES still face uncertain fate. Progress reported on Motorola 23-in. color tube; Kimcode black-&-white awaits report on UL tests (p. 9).

TOPICS & TRENDS: Marketing Science Institute formed by 20 firms. Philco & Firestone sign merchandising pact. New thinner, longer-playing audio tape on way. Mobilsound announces TV audio monitor for autos. Arvin's $13.95 6-transistor radio looks like winner in low-price race (pp. 9-10).

EMERSON SLIPS IN 2ND QUARTER, but Pres. Benjamin Abrams forecasts increases in both sales & earnings for total fiscal year ending Oct. 31. He reports TV sales 10-15% ahead of year ago (p. 11).

'SPECIALIZED TV'—COPS & LODGERS: Two very specialized uses of TV are now in regular operation in N.Y.—one using closed-circuit to reach large number of people, the other using open-circuit to reach small number. Both systems could point way to new opportunities in TV field.

& cine... TeleGuide closed-circuit hotel hook-up (Vol. 2:6 p2), now in limited operation in N.Y. hotels, has ences of long... System now reaches an estimated 10,000 hotel rooms and within next week or 2 is exlin A. Lindsay ere ... to 28 hotels. TeleGuide's owners, Sterling Movies U.S.A., are shooting for 30,000 rooms retain a part-time ... John ... new months. System eventually will have 3 channels—one in English, another in foreign lanic-Div. ... and a 3rd for special events, conventions, etc.
resi...

First commercial use of TeleGuide will be made this week & next when DuPont sponsors 20 fashion reports on ladies' undergarment styling, designed to reach 22,000 apparel buyers who will be in N.Y. this month for intimate apparel market. Specially taped shows will be on hotel TV at 7:30 a.m. & 6:30 p.m.—hours when visiting buyers are likely to be in their rooms.

Five advertisers buying regular participations in TeleGuide programming run gamut of type of sponsors wishing to appeal to visitors to N.Y. Interestingly, one is liquor importer Schiefflin Inc. (Teacher's Scotch, Coates Plymouth Gin, Hennessey Cognac, Don Q Rum). Others are British Motor Car Co., Freedomland amusement park, French Lines, E. J. Korvette discount dept. store. TeleGuide will broadcast 18 hours daily.

N.Y.'s other specialized new use of TV is its televised police lineup—now being transmitted to police precincts in all 5 boroughs daily (Vol. 2:20 p5). System uses FCC's experimental WUHF (Ch. 31), but police transmissions are scrambled to protect civil rights of suspects. Scrambling & decoding systems were developed by Teleglobe Pay-TV System Inc.

We observed operation of experimental system last week—and police officials expressed enthusiasm for it. WUHF currently is using telephone lines to carry audio (on-air signal carries message telling regular viewers that broadcast is scrambled and there's nothing wrong their sets). However, N.Y. Municipal Bcstg. Dir. Seymour Segal told us that within 90 days he hopes to transmit sound for the police telecasts via SCA multiplexing on city's WNYC-FM. Same multiplex equipment will permit WNYC-FM to broadcast regular programs in stereo.

Although police lineup telecasts are experimental and FCC hasn't approved regular use of concept of scrambled TV, technique has already aroused interest of police departments in other municipalities. N.Y. system raises interesting question: Do off-hour scrambled broadcasts to police, doctors, students, etc., offer possible hope of helping defray initial losses of uhf stations—as SCA multiplex operations did for FM?

FCC THUMBS DOWN ON CBS 'INCENTIVE' PLAN: CBS-TV "incentive compensation plan" was ruled illegal by FCC, as expected ever since Commission gave CBS its opinion to that effect last Oct. (Vol. 1:7 p3). FCC asked CBS and the 40 affiliates with such contracts to keep it informed of steps taken to negotiate new contracts. Court appeals are still available to CBS & affiliates, but no firm decisions to appeal were indicated last week.

Comr. Ford was sole dissenter. He argued that since Justice Dept. has anti-trust suit pending against CBS for the practice, Commission may be violating spirit and/or letter of U.S. Supreme Court decision (California v. Federal Power Commission). Court blasted FPC for deciding merger case while Justice Dept. had suit pending against it. Ford would have Commission wait until courts act. Ford was key man in FCC's 4-3 vote outlawing option time—and there's long been speculation he may swing back to option time if incentive plan or similar arrangements are outlawed.

Here's how FCC wrapped up its views: "We believe that the effect of the CBS plan is clearly to hinder a station from clearing for other network and non-network programs, and that it penalizes a station for so doing. In effect, the network is withholding a part of the compensation which the station could expect to receive under prior existing contracts until the substantial number of clearances desired by CBS have occurred. Although the plan does not contain an express requirement concerning a minimum number of clearances, its practical operation has the same effect. No public interest reasons in support of the plan have been offered. Accordingly, we hold that the CBS clearance incentive plan and affiliation contracts negotiated pursuant to the plan constitute a violation of Sec. 3.658(a) of our Rules prohibiting exclusive affiliation of stations."

FCC STAFF COMMENTS ON MANAGEMENT REPORT: FCC staff has analyzed the analysis of Commission's workings by management consultants Booz, Allen & Hamilton (Vol. 2:18 p3), are giving commissioners their views. In turn, commissioners will prepare final comments for submission to Budget Bureau.

It's understood staff likes very much the BAH recommendation that FCC be given more men, money, space. And it agrees with many BAH suggested changes which depend on more funds.

But staff doesn't go for concept of powerful executive director between it and commissioners. They say: "Placing an executive director between the bureau heads and staff officers and the chairman or Commission would interpose an additional full layer in the handling of all matters going up to the Commission and all matters coming down from the Commission. Inevitably this would serve as a tightly restricted funnel through which all Commission subject matter would have to flow. This means time and additional delay, already our worst problems."

Staff offers alternative: "Significantly increased delegations to bureau heads and staff officers."

A new "Office of Special Services" met with thumbs down from staff. BAH recommended that it include the Technical Asst. Div., Office of Reports & Information, Div. of Defense Coordination. Said staff: "Functions of these 3 divisions are completely unrelated to each other and we can find no positive reason why they should be combined."

CURRENT CAPSULES

Finalization of multiple-ownership rules changes, proposed in Dec. 1960 (Vol. 16:50 p9), is due for FCC consideration shortly. Change would not count individual holdings of 5% or less in licensees with 50 or fewer stockholders—if holder is neither officer nor director nor exercises actual working control.

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Automatic logging of TV-AM-FM transmitter & associated equipment performance may shortly be proposed by FCC, prompted by Jan. 1961 petition from NAB. Commission may also propose to divide operating log—into separate operating and maintenance logs—and to require supervisory operator to make daily entries in maintenance log for those stations permitted to operate without technically qualified operators on duty.

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Unusual FCC examiner's decision—by Herbert Sharfman—would not only deny license renewal of radio WMOZ Mobile to Edwin H. Estes but would revoke his radio WPFA Pensacola. Sharfman held that Estes had falsified WMOZ logs. Though no wrongdoing was charged against WPFA, examiner considered Estes unfit as a licensee—period. Chances are against Commission going along with Sharfman. Even in ex parte TV cases, Commission hasn't moved to take away stations other than those which had been focus of ex parte dealings.

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Suspension of equal-time in 1964 Presidential & Vice-Presidential campaigns was proposed in resolution (S. J. Res. 193) introduced by Sen. Pastore (D-R.I.) at request of President Kennedy. NBC Chmn. Robert Sarnoff said legislation will enable broadcasters "to pick up where they left off in 1960," and will be "important step in the right direction."

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Proposed magazine & newspaper postal rate increases were attacked last week by CBS Pres. Frank Stanton, who told Overseas Press Club of N.Y. if single publication goes under because of increased postal rates, "we have lost far more than we can possibly gain." Post Office traditionally has been public service, he declared, not intended to be run at a profit or even to break even. Stanton warned it would be "serious mistake" for those in communications with no stake in issue to consider it "someone else's battle," pledged assistance of CBS in airing issues and taking editorial stand. Postmaster General J. Edward Day accepted CBS offer to carry his rebuttal to editorials.

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D-Day for U.S. pay-TV is set for June 29 when RKO's Phonevision goes on air on WHCT (Ch. 18) Hartford, Conn. RKO-General vp in charge of project John Pinto said company isn't "fooling around," intends to conduct "prestige project." Among programs being lined up, he said, are first-run films, broadway shows, opera, ballet, concert, educational and children's programs, possibly Patterson-Liston title fight Sept. 17. Pinto estimated 300 homes will be equipped by June 29, 4,000-5,000 by end of year.

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Sex & violence in U.S. TV was criticized by Argentine TV officials and *London Times*. Buenos Aires Ch. 7 Program Dir. Carlos A. Barraza declared he would "hit as hard as I can at every piece of TV violence from the *Untouchables* to the Westerns." He said most objectionable programs are from U.S., and station might begin using European productions. *Times* urged U.S. to switch from Westerns to shows depicting typical "simple, hard-working, rather devout folk" in U.S. Commenting on CBS Pres. Frank Stanton's testimony before Congress—that U.S. producers shouldn't be afraid of showing people abroad that Americans like Westerns and crime shows—paper said in editorial that this is "sound doctrine," but that typical U.S. production might not give true picture of American life.

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European Bcstg. Union plans first meeting outside Europe, in N.Y. Oct. 22-27. EBU is organization of all non-Communist European TV-radio groups, has been invited to U.S. by 5 associate members—ABC, CBS, NBC, NET, USIA. Discussions will include communications satellites, program exchange, videotape & TV news exchange, international events coverage, children's programs. Delegation probably will be headed by EBU Pres. Olof Rydbeck, Swedish Bcstg. Corp. Director-General. NET Pres. John F. White heads U.S. organizing committee.

Personals

Salvatore J. Iannucci promoted to CBS-TV business affairs vp. . . . Spencer Harrison, ex-CBS talent & contract properties vp & business mgr., named Ashley-Steiner Inc. legal & business affairs vp, N.Y.

John Hopkins, KCOP Los Angeles & KTVT Ft. Worth pres. & gen. mgr., elected to board of KCOP TV Inc., Nafi Telecasting Inc. and Oregon TV Inc. . . . William H. Grumbles, former WHBQ-TV Memphis vp & gen. mgr. and RKO vp, named gen. mgr. of new Ch. 9 Syracuse, due mid-September. . . . Ken H. James promoted to KETV Omaha sales mgr.; R. Douglas McLarty, ex-WKBW-TV Buffalo, named program mgr.

Jack Lee, radio WPRO Providence gen. mgr., and Herbert J. Mendelsohn, radio WKBW Buffalo gen. mgr., named vps of parent Capital Cities Bcstg. . . . John H. Bone, WTVP Decatur, Ill. vp & gen. mgr., named WTVH Peoria operations supervisor. . . . Leon H. Lowenthal promoted to Taft FM div. sales development dir., a new post; John T. Lawrence Jr. advanced to gen. mgr.

Myron E. Grossman, ex-WBNS-TV Columbus, O. sales development dir., named H-R Reps & H-R TV sales promotion dir., N.Y. . . . Robert W. Rawson promoted to Advertising Radio & TV Services sales & sales development vp.

Larry Boggs, Vumore Co. pres., joins Daniels & Assoc., CATV brokerage-management firm. . . . Don Andersson, ex-Richards Assoc., named NCTA information dir.

John Perry, asst. to NAB Pres. Collins for last 7 years, a former newsman, establishes consulting service in broadcasting, education, publishing, govt., 1330 New Hampshire Ave. N.W., Washington, will continue part-time with Collins; NAB plans no replacement.

Al Mann promoted to ABC News Pacific coast correspondent, Los Angeles.

Nicholas C. Gilles promoted to NBC-TV business affairs vp, Herbert S. Schlosser to talent & program administration vp.

Charles Sinclair, former chief, N.Y. Bureau, *Television Digest*, rejoins as N.Y. contributing editor.

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Help Wanted: Ohio ETV Network Commission seeks exec. secy. to work on projected 26-station network, $11,280 to start. Must have TV administrative & programming experience. Apply to Commission Chmn. Richard B. Hull, Room G-4, State Office Bldg., Columbus.

Select Station Representatives named WHTN-TV Huntington-Charleston, rep. Dick Williams, ex-Rorabaugh sales dir., appointed Select sales acct. executive; Kathleen Nugent named administrative asst. & secy. to Exec. vp Al Shepard, N.Y.

Revamp of NBC-TV sales service dept. includes following appointments: Arthur J. Johnson, to co-op station sales & clearance mgr.; George A. Hooper, station sales & clearance mgr.; Theodore Reinhard, co-op sales mgr.; Harvey Gannon, special services mgr.; James P. O'Brien, station services mgr.

NAB has affiliated with Advertising Federation of America, will name a director to AFA board in June. Move was made to strengthen cooperation between groups on mutual projects, including legislation & education.

CP for ETV Ch. 47 Yakima, Wash. has been granted to Yakima School District No. 7.

AB-PT pays nearly $5 million for 3,900-acre Silver Springs resort near Ocala, Fla., according to estimates by N.Y. sources last week. AB-PT wouldn't confirm figure but admitted price would be several times the $500,000 which bought a 37% interest in Disneyland in 1954 (Vol. 10:14 p1). AB-PT also owns Weeki-Wachee Springs, resort near Tampa. Deal for Silver Springs represents AB-PT's first venture into large-scale non-TV outdoor attractions since Walt Disney Productions bought back AB-PT's Disneyland holdings in 1960 (Vol. 16:28 p8).

FTC complaint against American Home Products Corp.'s "Outgro" ingrown toenail remedy (Vol. 2:17 p4) brought categorical denial from company. It denied advertising that medicine would have "effect" on infection, said claims were that it "guards against" infection. Company also asserted it never claimed remedy would cure ingrown toenail, only that it relieved pain. Name "Outgro" is not misleading, firm further alleged. American Home also pointed out that FTC investigated company previously, closed case without action.

Govt. pressures on programming pose danger to freedom of broadcasting, NBC Washington News Dir. William Monroe told Washington Rotary Club. He warned that if pattern of regulation aimed at discouraging some kinds of programs and encouraging others becomes accepted, and "station managers fear for their licenses because a government commission doesn't like what they put on the air," it's questionable whether medium will feel as free as it should.

Biscayne TV Corp. (WCKT & radio WCKR Miami) must pay 3 former employes and the estate of a 4th for 2-year period between time they were laid off and time they refused reinstatement, NLRB ruled in supplemental decision. Three-member board partially upheld original finding by examiner, in hearing ordered by Court of Appeals.

Objection to vhf translator applications on Ch. 2, 6 & 7 in Claremont, N.H. has been filed with FCC by Bellows Falls Cable Corp., Claremont. CATV firm, serving 2,000 homes, claims operation of translators sought by Claremont TV Inc. would ruin reception & distribution of signals from Boston, Poland Spring & Durham.

Vhf-uhf all-channel-set legislation has drawn little attention from general press, but *Washington News*, which always shows interest in industry affairs, editorialized against bill May 29, concluding: "The processes of a free market may be too slow for the impatients here in Washington—but in our judgment a lot less dangerous."

Katona Electronics Co., Box 431 Levittown, Pa. (Windsor 5-4575), new CATV equipment firm has been established by Anthony Katona, ex-Jerrold and Craftsman Electronics engineer. Firm's first offering is line of cable, to be followed by other CATV equipment. Contracting & consulting services are offered.

Waiver of power ceiling was denied by FCC to ABC for WABC-TV N.Y. which sought increase from 110 to 316 kw to fill in shadows. Commission said that disadvantages would outweigh benefits, encouraging others to seek waivers, producing "erosion of the Rules and the creation of competitive imbalance of facilities."

Construction of 1049-ft. tower for WLBW-TV Miami has begun, completion due by end of August, cost estimated at $350,000.

FCC seeks $125,000 extra next year to operate new staff Review Board.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Share Common	Common Shares
Capital Cities Bcstg.	1962—4 mo. to Apr. 30	—	—	$ 369,448	$0.31	1,149,798
	1961—4 mo. to Apr. 30	—	—	274,532	.23	1,149,798
Consolidated Electronics	1962—qtr. to Mar. 31	$38,160,107	—	1,033,041	.33	3,170,002
	1961—qtr. to Mar. 31	22,869,373	—	738,103	.26	2,828,620
Electro-Voice	1962—year to Feb. 28	12,150,667	—	392,908	.79	497,332
	1961—year to Feb. 28	10,034,460	—	111,854	.22	473,650
Emerson Radio Story on p. 11.	1962—26 wks. to May 5	—	$2,142,485	1,140,910	.50	2,279,465
	1961—26 wks. to May 5	—	1,356,569	667,646	.29	2,209,619
General Instrument Story on p. 11.	1962—year to Feb. 28	86,541,415[1]	1,812,147	1,043,965	.42	2,492,558
	1961—year to Feb. 28	78,032,482	6,412,350	3,119,820	1.26	2,483,114
Schlumberger Ltd. (Daystrom)	1962—qtr. to Mar. 31	61,090,000	—	4,956,000	.93	5,333,587[2]
	1961—qtr. to Mar. 31	56,670,000	—	3,506,000	.66	5,333,587[2]
Times-Mirror	1962—12 wks. to Mar. 25	30,512,449	—	162,705	.04	4,296,872
	1961—12 wks. to Mar. 25	25,717,507	—	739,427	.17[3]	4,278,200[3]

Notes: [1] Record. [2] Outstanding March 31, 1962. [3] Adjusted to reflect 2% stock dividend Jan. 1962.

Officers-&-Directors stock transactions as reported to SEC for April:

Admiral. William L. Dunn sold 2,000, held 1,600.

Allied Artists. Roger W. Hurlock bought 500, held 29,200.

American Bosch Arma. John E. Parker bought 1,000, held 1,000.

AB-PT. Herbert Hahn sold 600, held 441. Robert H. Hinckley bought 1,560, held 2,600. James G. Riddell sold 500, held 2,557.

Amphenol-Borg. Matthew Devine bought 1,000, held 2,000. Richard Purinton bought 100, held 100.

Avco. Martin W. Clement bought 100, held 1,350. Matthew A. McLaughlin bought 1,666, held 10,166.

Avnet Electronics. Leonard Carduner sold 5,000, held 5,033.

Collins Radio. J. G. Flynn sold 500, held 1,545.

Columbia Pictures. Irving Briskin sold 200, held 8,937.

Federal Pacific Electric. Thomas M. Cole sold 700, held 239,087.

GE. Ralph J. Cordiner bought 4,500, held 24,545.

General Instrument. Louis Benedek bought 3,027, held 52,841. Martin Benedek bought 1,014, plus 825 in trusts, held 94,600 plus 825 in trusts. Alexander P. Hirsch bought 3,645, held 92,815. J. Gerald Mayer held 35,000, bought 1,500 as trustee, held 1,500 as trustee. Moses Shapiro bought 10,000, held 51,100.

Lynch Corp. Bernard H. Lippin bought 9,697, held 71,170.

Magnavox. David Martin bought 926, held 3,704. Richard O'Connor sold 11,000, held 216,101. Jack W. Schrey bought 870, held 3,833. Gerard M. Ungaro sold 5,000, held 36,621.

P. R. Mallory. G. Barron Mallory held 22,333, sold 191 from trust, held 19,364 in trust.

Pacific Industries. George M. McGrew sold 700, held 228,120.

Paramount Pictures. Y. Frank Freeman bought 1,250, held 1,450.

RCA. Walter G. Bain bought 200, held 200. Ernest B. Gorin bought 1,830, held 3,624.

Raytheon. Dean S. Edmonds bought 445, held 39,863. W. E. Stevenson sold 1,000, held 956, plus 1,532 held jointly with wife.

Reeves Bcstg. & Development. Harry L. Petersen bought 100, held 1,130.

Rollins Bcstg. John W. Rollins sold 800, bought 950, held 10,746, bought 600 as guardian, held 3,300 as guardian. Henry Tippie bought 150, held 4,250.

Standard Kollsman. Perry Addleman bought 300, held 506. Walter F. Hermann bought 966, held 966. Raymond F. Ryan bought 100, held 100.

Texas Instruments. W. D. Coursey sold 700, held 3,960. James McDade bought 300, held 300.

Thompson Ramo Wooldridge. Ralph Johnson sold 200, held 11,870. Dean E. Wooldridge sold 1,000, held 39,163.

Trans-Lux. Jay Emanuel bought 250, held 16,000.

Trav-Ler Radio. Joe Friedman bought 4,600, held 297,411.

Tung-Sol. Mervin J. Kelly bought 200, held 500.

20th Century-Fox. Samuel Rosenman bought 100, held 100.

United Artists. Herbert L. Golden bought 10,000, held 19,238.

Westinghouse. Howard Kaltenborn bought 200, held 450.

Zenith. Karl E. Hassel sold 300, held 2,700. John Kuhajek sold 300, held 2,070. Hugh Robertson sold 700, held 25,799. Edwin Schroeder sold 280, held 440.

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Republic Corp. has leased to CBS-TV its 70-acre studio facilities in North Hollywood, Cal. for $400,000 a year net after operating expenses. Agreement includes option for CBS to buy facilities within 5 years for $11,685,000. CBS senior vp John Reynolds said studio will be used to consolidate production facilities in L.A. area, noted that some of studio's 29 sound stages will be sublet.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

TRENDS IN 1963 TVs, RADIOS & PHONOS: In next 3 weeks, virtually all 1963 TV-radio-phono lines will be officially unveiled to dealers. Here are some basic trends which seem to be showing up:

Cabinets—Continued trend to horizontal and lower configurations. Hardwood veneer cabinets starting at lower prices in some lines. More French provincial styling, with some exotic varieties of fruitwood showing up for first time.

TV—Far more bonded tubes in 23-in. lines. Longer lines of combinations & 27-in. sets. Many more models with tambour & sliding doors. More emphasis on uhf convertibility. FM stereo in virtually all TV-radio-phono combos. Emphasis on more features per dollar, rather than lower prices. Few, if any, major manufacturers rushing to meet $169.95 price on 23-in. table model leader in regular lines, but many & frequent promotions.

Home radios—Prices firm to slightly lower on tube radios. Vastly increased FM-AM lines, including more FM-AM clock radios. Several more FM-stereo table radios, but not from all manufacturers (look for more of these before Christmas). More transistor table & clock radios.

Portable phonos—New "stand-up" configuration, in which changer drops down and speakers swing out; pioneered by GE last year, this has already been seen in new RCA & Muntz sets. "Sing-along" jack & mike in high-end models (seen so far in RCA & Admiral). FM stereo as optional feature at top of line. Prices firm, except for low-end kiddie phonos.

Console phonos—Large number of lines with FM stereo in all, or nearly all, radio combos. Redesigned changers with many additional features. Continuation of downward price drift in some lines. Emphasis on sound & furniture, with less gimmickry.

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Three new lines—or parts of lines—were unveiled at week's end. In alphabetical order, here are highlights:

Admiral showed longer line of 23-in. models—22 sets, including 7 stereo theaters. Most sets carry open list, but where prices are given, they are unchanged from last year, with 23-in. table leader at $189.95. Bonded tubes are used throughout 23-in. line. Among features stressed is readiness for uhf—through strip tuner or field-conversion continuous tuner ($30 list). There's more heavy use of real wood in lower price range. Among features is unique electroluminescent channel window. All combos have FM stereo.

Admiral's phono line features redesigned changers. All stereo units carry open list. High-end portables have "sing-along" jack. Leader console "can be marketed as low as $99.95." All combos have FM stereo.

Slightly lower prices are tagged on Admiral radio line, still starting with $9.95 four-tube leader, but with many other sets down $1-$3. Expanded FM line has Admiral's first AM-FM clock sets.

GE is showing radio & portable phono lines to 4,000 dealers on promotional junkets to Las Vegas. In phonos, drop-down design is continued, and top end of portable phono line includes AM-FM-multiplex tuner at $279.95 (phono only, $199.95).

Going in more heavily for FM stereo, GE continues its walnut table model with swing-out speaker-doors ($175 list), adding cherry version (same price) and smaller set of similar design at $139.95. In rest of

radio line, there's heavy AM-FM emphasis. Although features have been added to some sets (example: "Snooz-Alarm" on $19.95 leader clock radio), prices are relatively unchanged.

Motorola's TV line continues to start with $139.88 portable & 23-in. table model at $169.95. Emphasis in 24-set line (including 5 stereo theaters) is furniture styling, including wood veneers in more popular-priced units. Four more 27-in. sets have been added and Drexel line has been expanded. All stereo theaters have FM stereo.

Furniture values are emphasized in Motorola stereo line, too, with unique coffee table stereo at $129.95. Many consoles in line accommodate drop-in FM-AM tuner, and all drop-in & built-in tuners have FM stereo. Novel furniture piece is "Decorator Home Entertainment Center"—room divider which can hold 19-in. TV, table radio, stereo phono & 15 LP albums. Completely equipped, unit begins at about $300. Promotional stereo portable will be available with cart & 50 LPs at $149.95.

Motorola has introduced its first FM-stereo table radio, walnut veneer unit with 2 detachable speakers, at $129.95. Also new is AM-FM 9-transistor portable at $79.95. AM radio prices are about same as last year. At top of AM clock radio line are 5-transistor compact AC sets at $44.95 & $49.95.

NO UHF TUNER BREAKTHROUGH IN SIGHT: Passage of all-channel-set bill and eventual changeover to vhf-uhf production won't spark any near-future breakthroughs in uhf tuner cost, performance or longevity. Improvements will come, but they'll be gradual & unspectacular.

That's unanimous opinion of the 4 major tuner manufacturers, all surveyed last week. Their views on most aspects of uhf situation are remarkably similar. Consensus is that cost of uhf tuners may drop about 10% with mass production, and that sensitivity, noise level and life of tuner & its components will increase gradually. The 4 manufacturers are General Instrument, Oak Mfg. Co., Standard Kollsman & Sarkes Tarzian.

Several redesigned uhf tuners are in works, to be brought out when demand develops. For most part, they're more compact and perform somewhat better than present ones. Perfection of RCA nuvistor uhf tube is cited by manufacturers as leading to longer life and somewhat better performance. As to use of transistors, tunnel diodes or parametric amplifiers in tuners—that's still long way off.

Tuner makers see uhf adding $20-$30 to retail price of set for foreseeable future, and there's definite feeling that this will cut down size of market for TV sets at first. Nevertheless, there's also some feeling that manufacturers will "jump the gun" on FCC, coming out with many all-channel sets—or readily convertible ones at the very least—as early as one year from now.

Here's progression of integration of uhf tuners into sets, as they see it: Continuous tuners, comparable to those of today, will be used exclusively at first—quite possibly going into substantial proportion of high- & medium-priced sets long before FCC's cut-off date (which may be about 3 years in future), with many portable lines still omitting uhf tuners for price appeal.

Later, simplified tuning devices will begin to show up in high-end models. Systems mentioned center around pre-set push-button tuning and signal-seeking systems—both principles to be borrowed from auto radios—in conjunction with continuous tuners. This would make possible remote-control & automatic-tuning in uhf band. Standard Kollsman Pres. J. O. Burke predicts uhf strips will continue to appeal to public, even in conjunction with continuous tuning. New Standard tuner will accommodate up to 6 uhf strips, and Burke thinks this is best approach to remote control & automatic tuning for uhf.

Cost of uhf tuner will be most important factor at start—fancy elaborations to come later after public gets used to idea it will have to pay more for TVs. There was general apprehension about public confusion and reluctance to ante up additional money needed for all-channel sets. Incidentally, tuner makers expressed distaste for principle of govt. intervention in TV set market, even though they eventually may gain as result of it.

Will all-channel law result in boom for uhf converters & strips? Only if it accomplishes its purpose of stimulating more uhf stations to go on air—and then boom might be relatively short-lived. Blonder-Tongue currently is only manufacturer in production of continuous converters. Pres. Isaac S. Blonder told us he feels recent activity in uhf field (Vol. 2:22 p1) is sign converter business will be good, and he's optimistic for future. Tuner makers all say they may go into converter field, depending on developments on the broadcasting scene.

Recent increase in uhf set production was anticipatory rather than based on real demand, in opinion of tuner makers. But they all report extremely heavy interest by set makers in their plans for uhf tuner output. Here are highlights of some individual comments:

General Instrument Chmn. Monte Cohen: "The effective date for all-channel receivers will be dictated by the industry itself. Industry will set the pace by anticipating the FCC for competitive & marketing advantage." GI currently makes continuous uhf tuner, will have nuvistor model and is working on development of solid-state units. Cohen thinks set makers' June 1963 lines will be tooled with uhf in mind—either with built-in uhf tuners or ready for easy field adaptation. Although oscillator tube is weak link in uhf tuner chain, "the life of a uhf tuner today is greater than many people realize."

Oak Mfg. Co. tuner product mgr. Paul A. Wheaton: Although Oak is not now producing uhf tuners, it can be in production in 90 days on improved version of its former model, if demand warrants. Brand new Oak uhf tuner will be disclosed in about 3 months. As soon as mass production starts, prices will come down somewhat—perhaps 10% in vhf-uhf tuner package as opposed to purchase of the 2 tuners from separate sources.

Standard Kollsman Pres. J. O. Burke: If some manufacturers change over to all-channel before FCC deadline, there's good chance that most others will follow suit. Burke doesn't think signal-seeking or push-button systems will succeed, because of cost & complexity—and indicates Standard will stick to strip approach even while sellling continuous uhf tuners. Continuous tuners cost manufacturers about $8 now, and might come down 10% in long run with "radical increase in volume." Uhf tube life is improving—now virtually double former estimated life of about 6 months. Several new tubes promise continued improvement. "We have an improved uhf tuner but we're holding off until we can determine what the market will be." Standard is currently surveying potential market for uhf converter which it has designed.

Sarkes Tarzian Inc. Pres. Sarkes Tarzian: "I don't think uhf tuners will come down any lower than their level when we used to mass-produce them—and that's about $7. Our costs have gone up, not down." Improvements will come gradually, because the tube & set people haven't been working on uhf due to lack of demand. Eventually uhf tuners will be comparable to vhf in price & performance. Single tuner for v & u is 3-4 years away, pushbutton & signal-seeking devices are farther off. Although his company now makes single-channel converters, veteran telecaster Tarzian (1 vhf station, 2 uhfs) sees no boom coming in uhf converters except in few communities where public isn't adequately served with network programs on vhf stations.

GOVT. SAYS NO TRANSISTOR IMPORT CURB NEEDED: Imports of transistors and related products pose no threat to U.S. security, Office of Emergency Planning ruled last week. Decision came in response to the petition filed in September, 1959 by EIA with OEP's predecessor, Office of Civil & Defense Mobilization. (Vol. 15:38 p19).

EIA had filed on behalf of industry, seeking relief from rising volume of Japanese transistors, under national security clause of 1958 Trade Agreements Extension Act. Clause provides for clampdowns on imports of strategic items if necessary to protect capacity of domestic producers for defense needs.

But, as generally expected, govt. found no cause for alarm. OEP Dir. Edward A. McDermott said studies of data from State, Defense & Commerce Depts., NASA, domestic & foreign manufacturers and others, indicate that: (1) Domestic semiconductor industry has ample capacity to meet defense requirements. (2) Despite rise in Japanese imports, there has been "extremely high" growth rate in domestic industry, little likelihood of disruption of U.S. mobilization base. (3) Great bulk of Japanese imports go into consumer market, only "insignificant" portion for military & industrial uses. (4) Domestic semiconductor makers "now, and in the foreseeable future, can supply virtually all essential requirements for transistors and related products."

OEP pointed out, however, that "the domestic industry should continue to retain the bulk of the military market in fulfilling future contractual requirements without any direct competitive impairment from outside sources of supply, such as Japanese imports . . ." EIA Exec. vp James D. Secrest, called decision "disappointing" but said association was gratified govt. would keep trend of imports "under surveillance" should situation change. He also pointed out petition was filed nearly 3 years ago, that rise in imports predicted by EIA occurred while OEP was conducting probe.

2 NEW TUBES—A PROGRESS REPORT: It's still touch-&-go situation for 2 new type picture tubes—one color, the other black-&-white.

Motorola's 23-in. rectangular 90-degree color tube, now under development at National Video Corp., Chicago, is progressing—but there are still plenty of obstacles. Big unanswered question is whether tube can be made profitably & competitively using standard black-&-white-type glass bulb. Ordering special molds for type of glass used in present color tubes would make costs prohibitive, according to National Video officials.

"We're now making 4 or 5 of these tubes a day," we were told by National Video vp Harold Cole. "The quality is good. Now we're seriously looking at the possibility of small production runs—on the order of 100 a day—for the purpose of seeing whether it can be done, particularly with regard to cost. We know we can screen it and we can frit-seal it [faceplate to funnel]. It all depends on the preparation of the glass now."

There's room for greater shrinkage (rejection) in rectangular color tube than in round one, National Video believes, because of differential in price between color & b&w glass. Round color glass envelope costs $15, whereas rectangular b&w-type bulb being used for experimental color tubes by National Video costs about $9.65. Sums up Cole: "We don't know yet, but we're hopeful."

New implosion-proof b&w tube which requires no safety glass—using Kimble Glass Co.'s Kimcode technique (Vol. 2:12 p7, 16 p8)—is still tied up in Underwriters Lab safety tests. Reportedly it has passed all tests so far, but UL is proceeding slowly & warily on this one. It is currently reported undergoing life test, to be followed by evaluation by laymen's committee which has power to accept or reject any new item. Final word probably won't be out for month or so.

Nobody's sitting around waiting for Kimcode, but some manufacturers have designed new sets so that they can easily be changed over in mid-run to accommodate shieldless tube if it should prove acceptable from safety standpoint and advantageous from cost standpoint.

TV-RADIO PRODUCTION: EIA statistics for week ended May 25 (21st week of 1962):

	May 19-25	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	109,361	117,930	121,294	2,681,073	2,186,018
Total radio	332,149	360,823	312,832	7,511,245	5,911,027
auto radio	125,798	129,091	100,508	2,642,843	1,863,781

TOPICS & TRENDS

Marketing Science Institute has been formed in Philadelphia (3625 Walnut St., Phila. 4; EV 6-0290) by 20 major firms as a non-profit study organization for research into marketing problems. Its president is Dr. Wendell R. Smith, onetime RCA staff vp for marketing development. Among MSI's charter members: Ford Motor Co., GE, IBM, Sears Roebuck, J. Walter Thompson, Time Inc. Institute's annual budget will be "in excess of $500,000," participating companies will contribute equally. Smith said MSI's results will be made public. Three research projects already are scheduled: (1) How to improve effectiveness of money spent on marketing. (2) Why new marketing trends arise. (3) How industry can meet marketing challenges of freer world trade.

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Philco & Firestone have signed new merchandising pact under which Firestone stores & franchised dealers will sell full line of Philco consumer products. New pact provides that Firestone outlets will be supplied directly from independent Philco distributors or company branch stock, instead of via Firestone warehouses as in past. Firestone dealers will receive same sales training, promotion and other sales-supporting services accorded all Philco dealers.

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Add stereo starters to list reported in Vol. 2:20 p8: WCNO Canton, O.; WLOA-FM Braddock, Pa.; KFMP Port Arthur, Tex.; WMVA-FM Martinsville, Va.; KGGK Garden Grove, Cal.; WFLM Ft. Lauderdale, Fla.; WRKT Cocoa Beach, Fla.; WTAR-FM Norfolk; KHGM Beaumont, Tex.; KOCW Tulsa; KRBE Houston; KHRF Monterey, Cal.; WCMF Rochester, N.Y.; WKLS Atlanta; WFMR Milwaukee; WISH-FM Indianapolis.

New tape-recorder development making possible thinner & longer-playing tape will be used by Westinghouse under terms of 5-year licensing agreement with TelePrompTer Corp. TelePrompTer's Weathers Industries div. will use new tape-handling method in its own hi-fi component tape recorder later this year.

Westinghouse TV-radio div. gen. mgr. O. H. Yoxsimer said new tape transport uses simplified mechanism permitting reduction in tape tension by about 10 to 1, permitting use of thinner & less expensive tape. Basic recorder using the method is compatible for open-reel or cartridge operation, or can be adapted for combination phono turntable & tape recorder, according to TelePrompTer Pres. Irving Kahn.

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"Listen to TV in your car." That's pitch being made by Mobilsound Corp., Box 951, Santa Maria, Cal., in advertising "TV audio monitor" which picks up TV sound channels and plays them through standard AM car radio. Unit sells by mail for $124.50 and is being advertised in *Variety* as "ideal for station personnel, ad agency execs, timebuyers and professional entertainers."

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Arvin seems to have won race for lowest-priced U.S. brand 6-transistor radio with its new tag of $13.95, a $6 reduction from former list. Arvin also has 5-transistor pocket set at $12.95 and 7-transistor unit at $24.95.

Trade Personals

Chester D. Tripp, TV-Electronics Fund pres., elected chmn., TV Shares Management Corp.

Richard S. Wahlberg, ex-McCann-Erickson & GE, joins Magnavox as product ad mgr. . . . Fred W. Belz named electronic products group vp, El-Tronics Inc., Warren, Pa.

John R. Willey named Sylvania Home Electronics commercial products distribution mgr.

Kenneth M. Smith, ex-General Dynamics vp, named mktg. vp, Consolidated Electrodynamics.

Robert M. Brunson named vp of GPE's Librascope Div. . . . Pat D'Orio, pres. of Raypar Electronics before acquisition by Industrial Electronic Hardware, elected a dir. of parent firm.

Raymond R. Chapman appointed metal base plant mgr., Sylvania Parts Div.; John B. Clarkson named plastics plant mgr.; Charles D. Seekings named mgr., production engineering & engineering services, succeeding Clarkson.

Morris Reaboy appointed Symphonic national credit mgr. . . . B. A. Olerich named an Ampex vp.

Howard G. Neuman appointed Sylvania Parts Div. general mfg. mgr.; Raymond N. Anderson, named mgr. of York, Pa. metal stampings plant.

Merle M. Farber, ex-Admiral, appointed sales mgr. of Olympic's newly formed Radio Sales Div.

Arthur J. Minasy appointed Belock Instrument operations vp; Andrew Georgia, ex-GPE, joins Belock as planning vp, succeeding Charles C. Patterson who becomes general services vp; Jack Silverstein appointed acting financial operations vp.

M. E. Morrow, founder & chief executive officer of subsidiary Midwestern Instruments, elected Telex chmn.; William F. Wells named exec. vp.

Lawrence J. Straw elected American Electronics mktg. vp, a new post . . . Ira L. Landis, formerly Herman H. Smith Inc. pres., appointed pres. & chief exec. officer of Kulka Smith Electronics Corp., formed by merger of Smith and Kulka Electronics.

Obituary

Robert M. Ryan, 66, retired RCA Sales Corp. regional finance vp, died May 28 at Cooper Hospital, Camden, N.J. He had been with RCA and one time RCA Victor Div. in Camden for 40 years prior to his retirement a year ago.

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Distributor Notes: ITT Components Div. appoints John G. Twist Co., Chicago (John G. Twist, pres.) exclusive sales rep for semiconductor dept. throughout Ill., Wisc. & Michigan's peninsula area. . . . Admiral has terminated Sid Goldberg, Inc., Miami, as exclusive national sales agency for commercial electronic products (TVs, appliances) sold to motels & hotels. Olympic names Tel-Electric Distributor (N. 734 Division St.), Spokane and Brooks Supply Co. (609 Montgomery St.), West Monroe, La.

Today's college graduates will be citizens of a communicating planetary system "and conceivably even of a cosmic society" by the year 2000. This was prediction of RCA Chmn. Brig. Gen. David Sarnoff in commencement address to graduating class at Oklahoma City U., where he received honorary Doctor of Laws degree. He forecast that space may become "the dominant factor" in national economy, providing careers which as yet have "neither name nor description." Space age, said Sarnoff, may at last provide man with answers to profound secrets, including origin of the world, nature of gravity, "the riddle of life."

Another Canadian producer moves south: Fleetwood Corp., Montreal, plans to export TVs & stereo to U. S. Company, which manufactures Emerson, Du Mont & Fleetwood sets in Canada, has obtained title to use of Fleetwood name in U. S. after Conrac dropped out of consumer TV market. Conrac, a division of Giannini Controls, made TV sets for custom installations. Other Canadian firms now exporting stereo and/or TV to U. S. are Electrohome, Clairtone & Marconi.

FM-stereo table radio is now being produced by Sarkes Tarzian, Inc., which merchandises its radios largely through FM stations. Two-unit set lists at $49.95.

Emerson Slips In 2nd Quarter: Earnings of Emerson Radio & Phonograph in fiscal-1962's 2nd quarter, ended April 30, slipped to about 20¢ a share from 23¢ in year-ago period. Decline followed rousing first quarter in which earnings soared to $679,507 (30¢ a share) from $126,524 (6¢) in fiscal-1961's initial quarter (Vol. 2:10 p12). Pres. Benjamin Abrams gave no indication of first-half earnings, but said sales in 6 months to April 30 rose about 25% to $40 million. For total fiscal year ending Oct. 31, he forecast increases in both sales & earnings. In fiscal 1961, Emerson earned $1.9 million (84¢) on $70.9-million sales.

Abrams reported TV set sales 10-15% ahead of a year ago, explaining: "We may be getting a bigger share of the market because there seems to be a swing to buying portable sets. More than 60% of our production is in portables." He noted a "real price war in transistor radios," said dollar volume is trailing 1961's pace although unit sales are about the same. He said price cuts have been effective against Japanese radios, noted profit margins slim for U. S. manufacturers, said "it's possible we eventually will make a better profit at this price level as the cost of transistors continues to go down."

Abrams also said that Emerson has no plans to exercise its options to buy stock in Granco Products Inc. and Telectro Industries. Emerson holds options to buy controlling interests in both firms, markets Granco FM radios & Telectro tape recorders.

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General Instrument sales rose 11% to record $86.5 million in 1962 fiscal ended Feb. 28, but profits plunged to $1 million (42¢ a share) from $3.1 million ($1.26) in fiscal 1961 (see financial table). For fiscal 1963, Chmn. Martin H. Benedek & Pres. Moses Shapiro forecast "another substantial increase in our volume and a marked improvement in our profitability." They attributed fiscal-1962's profit decline to several factors "non-recurrent to an important extent."

Cine-Dyne Inc. filed registration statement (SEC File 2-20409) for 100,000 shares of common at $4 per share, through R. A. Holman & Co. Inc., N.Y. Firm produces filmed & taped TV programs & commercials, feature films, motion pictures, educational & industrial films. It has 33,800 common shares outstanding, of which Pres. Jac Hein owns 30.77%, Exec. vp Dennis Kane 29.59%, Irving Geist 20.71%. Proceeds will be used to produce feature-length film and pay debts.

Philips Lamp initiated offering of 6,153,140 common shares, valued at $203,053,620, to its stockholders June 1 (Vol. 2:22 p12). American investors own an estimated 37% of Philips common. Per-share price was set at $33 or 118.75 Netherland guilders, and American holders of record May 29 can subscribe in terms of dollars or guilders at their option. Offering will continue through June 22.

Telectro Industries anticipates a 2nd-quarter profit, vs. year-ago loss of $276,169, on a sales rise to "between $900,000 & $1 million" from $88,818 in 1961's 2nd quarter. Pres. S. Robert Gordon predicted tape recorder manufacturer would top 1961's $4.6-million sales & reverse year's loss of $643,656 with a profit.

Rust Craft Bcstg. reported first quarter 1962 sales 16% over same period last year, with increases in all categories. Rust Craft operates "Friendly Group" stations, WSTV-TV Steubenville, WRPG-TV Chattanooga, WRDW-TV Augusta, KODE-TV Joplin, WBOY-TV Clarksburg.

Mergers & acquisitions: Sylvania's Argus Camera **Div.** has been purchased officially by **Mansfield Industries.** Latter's stockholders also have approved change of Mansfield's name to Argus Inc. Sylvania will receive $1 million cash, $3.2 million of convertible debentures and $2 million in promissory notes. Argus Div. had $2,805,316 loss in 1961, also operated in red in 1960 & 1959. **Bulova Watch's** new Keystone Controls Corp. has purchased for undisclosed cash **Keystone Electronics,** Newark, N.J. maker of high-frequency quartz crystals. **Sprague Electric** has purchased for undisclosed stock privately-held **Sky-Borne Electronic.** Sky-Borne, electronic components manufacturer in Santa Fe Springs, Cal., will be operated as wholly-owned Sprague subsidiary. **Avnet Electronics** has acquired for undisclosed cash **Shaw Processes Ltd.** of England, developers of a process for ceramic-mold casting. Pres. Lester Avnet described acquisition "the most important thing we've done," said British firm will be renamed Avnet-Shaw Processes and operated as Avnet subsidiary. Avnet had held Western Hemisphere rights to molding process, licensed more than 50 firms in North & South America. Avnet also announced completion of acquisition of "substantially all the assets" of **Liberty Records** for 368,366 Avnet common shares, valued at more than $7 million. **Electro-Voice** has purchased the **American Microphone Div.** of G-C Electronics, Rockford, Mich. in deal which also transferred Electro-Voice's Radio Mfg. Engineering subsidiary to G-C. Electro-Voice's George Riley has been appointed vp-gen. mgr. of American Microphone. **P. R. Mallory** has purchased silicon rectifier business of **Tyco Semiconductor Corp.** for an undisclosed sum. Tyco, located in Waltham, Mass., will continue with its other products. **Siegler** stockholders have approved merger with **Lear Inc.** (Vol. 2:18 p12). Combined company will be named Lear-Siegler Inc. Merger is valued at some $61 million.

TelePrompTer stockholders will vote at June 5 annual meeting on proposed sale of company's traditional TV & film prompting service to Q-TV Inc. Pres. Irving B. Kahn said this activity represents only 7% of TelePrompTer's business and no longer is "consistent" with growth pattern. If sale is approved, TelePrompTer will continue to make & sell prompting device, but will no longer furnish script typing service, operating personnel and equipment for individual TV & film assignments. Meeting was postponed from May 22 because stockholders failed to return sufficient proxy votes on the sale and a proposed change in TelePrompTer's incorporation certificate which would enable it to move into new kinds of businesses.

TV accounted for 89% of MGM's net income before taxes during 28 weeks ended March 15, but less than 20% of film firm's gross revenues of $5,685,000 pre-tax profits for period. TV brought in $4,789,000, down from $5,911,000 in same 1961 period when total pre-tax income was $15,031,000. Gross revenues from TV totaled $13,368,000 in this year's period, up from $10,124,000 last year. In 1962 period, $5,083,000 came from feature films on TV, $8,285,000 from series & commercials.

Two new TV projectors announced last week: By Blonder-Tongue, unit designed to project 4½x6-ft. image, at $3,995. By TelePrompTer, new lightweight (70 lb.) Amphicon 190, economy unit providing 8 foot-lambert brightness on 8-ft. wide screen, at $1,665.

CTS Corp. will be admitted to trading on New York Stock Exchange today, June 4. Symbol: CTS.

Metromedia approved for listing on NYSE.

Reports & comments available: **Howard W. Sams**, analysis, Loewi & Co., 225 E. Mason St., Milwaukee 2. **CBS**, analysis, Bache & Co., 36 Wall St., N.Y. 5. **Electronics International Capital**, study, Bear, Stearns & Co., One Wall St., N.Y. 5. **Electronic Associates**, review, Reynolds & Co., 120 Broadway, N. Y. 5. **RCA**, discussion, Courts & Co., 25 Broad St., N.Y. 4. **GT&E** and **RCA**, discussions, Reynolds & Co., 120 Broadway, N.Y. 5. **Stewart-Warner**, analysis, Glore, Forgan & Co., 40 Wall St., N.Y. 5. **RCA**, discussion, Hirsch & Co., 25 Broad St., N.Y. 4. **AB-PT**, analysis, Laird, Bissell & Meeds, 120 Broadway, N.Y. 5. **ITT**, pamphlet study, Orvis Brothers & Co., 15 Broad St., N.Y. 5. **Stewart-Warner**, review, A.M. Kidder & Co., One Wall St., N.Y. 5. **Motorola** and **Beckman Instruments**, briefs, E. F. Hutton & Co., 61 Broadway, N.Y. 6. **Raytheon**, analysis, J. W. Sparks & Co., 120 Broadway, N.Y. 5. **GPE**, comments, Paine, Webber, Jackson & Curtis, 25 Broad St., N.Y. 4. **Fairchild Camera & Instrument**, discussion, H. Hentz & Co., 72 Wall St., N.Y. 5.

Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
Arvin Industries	Q	$0.25	June 29	June 4
GE	Q	.50	July 25	June 15
Ind. Electronic Hardware	Stk.	3%	July 5	June 15
RCA	Q	.25	July 23	June 15
Times-Mirror	Q	.12½	June 25	June 8
Wells-Gardner Electronic	Q	.30	June 15	June 8

Ampex earned approximately $2 million in its 1962 fiscal year, ended April 30, as sales soared nearly 20% to $84 million (Vol. 2:21 p12). Pres. W. E. Roberts said that "for fiscal 1963 we expect at least a 10% increase in sales and a substantially greater increase in net earnings." Ampex's order backlog totaled $31.9 million on April 30, up from $31.2 million a year earlier.

Ampex has formed a new advanced research facility for "investigations of advanced & experimental techniques in magnetic recording." Facility has been named The Alexander M. Poniatoff Lab, in honor of Ampex's founder & chairman.

TV-Electronics Fund reported net assets of $401,094,540 at close of its fiscal midyear on April 30—down from $431,077,230 a year earlier. Net assets per share also declined, to $7.83 from $8.82, as capital shares increased to 51,193,461 from 48,850,240. Fund's electronics investments at midyear totaled 92.6% of its assets, up from 86.3% a year earlier.

Litigation arising from merger of Macfadden Publications & Bartell Bcstg. has been settled, subject to N.Y. Supreme Court approval. Under proposed settlement of suit brought by minority stockholders, some principal stockholders would contribute 175,000 shares of outstanding stock to the new corporation.

New Kenya TV station in Nairobi is expected to begin Oct. 1 using Marconi equipment. Transmitter will be located at Limuru, 11 miles northwest of Nairobi.

Video Color Corp. filed registration statement (SEC File 2-20214) for one million shares of common stock at $1.15 per share through Naftalin & Co., Minneapolis. Company was organized in February to develop, manufacture & distribute thin b&w and color picture tubes for display devices in industrial & govt. fields, and home TV sets. Firm said it plans to license outside manufacturers to produce home color tubes, subcontract production of home b&w tubes. Of stock-sale proceeds, $230,000 will be for equipment, $310,000 for salaries, balance for miscellaneous expenses. Video has 280,000 common shares outstanding, 205,000 owned by 12 incorporators, 75,000 shares owned jointly by Pres. Harold W. Berger, and vp C. William Geer.

Adler Electronics stockholders have approved private placement of $2 million of convertible, 10-year, 6% notes with group of institutional investors, including American Research & Development Corp. Pres. Ben Adler also announced sharp rise in earnings for 36 weeks to March 31—to $288,500 (43¢ a share) from $82,000 (10¢) a year earlier. Adler also said that total 1962 fiscal year, ending June 30, would produce record earnings of 65 to 70 cents a share on record sales of more than $17 million. Adler's fiscal-1961 performance: $233,820 (35¢) earned on $8,963,000 sales.

Avnet Electronics filed registration statement (SEC File 2-20350) for 93,000 shares of common stock to be exchanged for outstanding Class A & common of Pitt Products Ltd., Ontario, at rate of one share of Avnet for each 2 of Pitt A, and 43/100 share of Avnet for each share of Pitt common. Pitt is distributor of automotive & electronic parts. Avnet has 2,208,105 shares of common oustanding, of which Pres. Lester Avnet owns 12%, Chmn. Robert H. Avnet, 13.1%, management officials as group 34.8%.

Globe-Union's 2nd-quarter sales are "exceeding projected goals" and total 1962 sales are now expected to top 1961's volume by 12-15%. Pres. C. O. Wanvig Jr. also noted that earnings are "likely to register a parallel increase." Milwaukee battery maker in 1961 earned $2.6 million ($3 a share) on $62.5-million sales.

Retail phono record sales last year totaled $513.1 million at list price; up nearly 7% from $480 million in 1960, Record Industry Association of America has announced. Of 1961 total, LPs represented $415.6 million (vs. $405 million in 1960). Nearly 40% of LP sales were stereo discs, compared with 26% in 1960.

Allied Radio sales rose 26% to $39.7 million in 9 months to April 30, preliminary figures indicate. Pres. A. D. Davis said 3rd-quarter sales jumped 34% to $13.7 million from $10.3 million in year-ago quarter.

Proud of sales record, English Marconi reports more than $42 million equipment sales in 10 years, including 181 transmitters, 62 low-power transmitters & translators, 738 image orthicon cameras—in 31 countries.

Ban on use of FM radios on civilian aircraft has been extended for another year by FAA.

NEW AM-FM RADIO DIRECTORY

Due off presses shortly, *Television Digest's* authoritative annual directory—listing all U.S. & other North American stations & applications by state & city, frequency, call letters—goes to full TV-AM-FM subscribers. Extra copies, to all subscribers: $7.50.

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WEEKLY

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The authoritative service for executives in all branches of the television arts & industries

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BROADCASTERS POST FIRST-QUARTER GAINS: 12 companies produce aggregate earnings of $16.5 million vs. $14.8 million year ago; combined sales of 8 broadcasters climb to $215.4 million from $199.2 million (p. 1).

THEATERS SEEK SUPREME COURT PAY-TV REVIEW, asserting FCC hasn't legal power to grant toll-TV test and failed to consider rate regulation (p. 2).

PRODUCT PROTECTION POT boils over as Benton & Bowles joins Ted Bates in demanding a 15-min. separation of competitive products. Networks say they can't guarantee (p. 3).

AM OVERCROWDING—PROTECTION & FREEDOM weighed in industry-FCC conference, broadcasters fearing govt. meddling in programming & financial details. Emphasis now placed on engineering (p. 4).

NEW TALL-TOWER KING CROWNED: Columbus, Ga.'s 1,749-ft. structure carrying programs of WTVM & WRBL-TV now on air. Next contender: 2,000-footer for KTIV & KVTV Sioux City (p. 4).

Consumer Electronics

COLOR IN TRANSITION—most lines short, some of them late, as set makers ponder effect of 90-degree tube and consider manufacture independent of RCA. Motorola decides against color line this year; Zenith shows 15 sets (p. 7).

NEW LINES: Many prices down, styling up. Olympic shows its most complete TV line, including Japanese-made set. Short Packard Bell line stresses tambour doors, teacart furniture. Big styling changes in Philco TVs, radios & phonos. Sylvania surprises with sharply lower TV prices. optional HaloLight on all consoles. Zenith headlines 2-gram tone arm developed with CBS (p. 7).

FTC RAPS GE ON CO-OP ADS, charges illegal restraint of retail price competition among competing appliance dealers because of "unfair, oppressive" conditions (p. 9).

TV DISCOUNTERS INCREASING MARKET SHARE, offering heftier price cuts on increasing volume of sets at lower-than-ever margins. Many small dealers against wall in scramble to keep competitive (p. 9).

SYLVANIA TO SELL DIRECT to dealers on franchise basis in areas where it has no independent distributors (p. 12).

SATELLITE SLOT—AND CRAVEN-CROSS-COX PARLAY: Latest speculation about FCC commissionships: Comr. Craven, leading govt. satellite communications expert, may be appointed by President Kennedy as a director of new satellite corporation when Congress enacts law, as expected soon. Craven is due for mandatory retirement from FCC in Jan.—unless President grants waiver for his age (70). Satellite appointment of Craven presumably would keep most key people happy. Comr. Cross, whose term expires end of this month, could get reappointment, satisfying powerful supporter Rep. Harris (D-Ark.), chmn. of House Commerce Committee. FCC Broadcast Bureau Chief Kenneth Cox could be named to Craven's seat, gratifying his influential sponsor Sen. Magnuson (D-Wash.), chmn. of Senate Commerce Committee.

BROADCASTERS POST FIRST-QUARTER GAINS: Opening months of 1962 produced upbeat sales & profits for broadcasters, it's clearly indicated by first-quarter returns already in. Collective gains weren't overwhelming, and profit pictures of some broadcasters reflected ghosts of better quarters—but over-all picture was one of moderate, healthy gain.

Combined first-quarter earnings of 12 companies in broadcast field increased to $16.5 million from $14.8 million in Jan.-March 1961. Each closed the quarter in the black. Aggregate sales of 8 broadcasters jumped to $215.4 million from $199.2 million.

CBS had record earnings of $7.8 million on peak sales of $128.6 million. NBC also had record sales & profits (Vol. 2:17 p12), although figures are not available.

Many of companies surveyed have diversified interests, and in some cases broadcasting is not a primary activity. However, they are representatives of broadcast industry and their sales & profit progress reflect industry's trend. Companies surveyed: AB-PT, Capital Cities Bcstg., CBS, Crowell-Collier, Goodwill Stations, Metromedia, NAFI Corp., Storer Bcstg., Taft Bcstg., Times-Mirror, RKO General, and Wometco Enterprises.

Overwhelming number of broadcasters—8 of 12—posted profit gains over year-ago quarter. Among more impressive gains: CBS—to record $7.8 million from $6 million. Metromedia—$138,732 from $12,334. Goodwill Stations—$140,106 from $44,676. Storer—$2.2 million from $1 million. Taft—$520,188 from $375,703. Jan.-March period was final quarter of Taft's 1962 fiscal year and help pushed earnings to $1.9 million from $1.6 million despite slightly lower sales—$10,950,000 vs. $11,086,717.

Four broadcasters declined in earnings during 1962's first quarter: Times-Mirror—to $162,705 from $739,427. AB-PT—$3 million from $3.4 million. RKO General—$1.2 million from $1.9 million. NAFI Corp.—$469,240 from $544,971.

Each of 8 companies that released sales figures was up over 1961 quarter—some impressively. Examples: Times-Mirror—to $30.5 million from $25.7 million. CBS—to record $128.6 million from $126 million. Goodwill Stations—$1.8 million from less than $1 million. Wometco—$4.4 million from $3.4 million. Crowell-Collier—$17 million from $12 million.

"Broadcasting is still a money-maker," proclaimed June 6 *Financial World*, adding: "The initial zoom in TV may well be over but there is expansion in individual enterprises and profit potential in steady growth. . . . It may well be that broadcasting isn't licked yet—as a growth industry, that is." Magazine listed 3 growth factors: (1) "FCC is granting new station applications opening up new markets." (2) "Congress is expected to approve legislation making all-channel reception in TV sets mandatory and this will open up the uhf channels to commercial exploitation." (3) "Communications satellites are really just around the corner with the promise they bring of international TV."

Here's the 1962-vs.-1961 first-quarter performances of representative broadcasters:

	Sales		Earnings	
	1962	1961	1962	1961
AB-PT	——	——	$ 3,042,000	$ 3,425,000
Capital Cities Bcstg.	——	——	241,962	206,107
CBS	$128,550,576	$126,008,092	7,764,855	6,025,978
Crowell-Collier	16,989,671	12,070,868	226,869	163,875
Goodwill Stations	1,819,097	927,389	140,106	44,676
Metromedia	12,270,314	11,059,589	138,732	12,334
NAFI Corp.	17,860,000	17,380,269	469,240	544,971
Storer Bcstg.	——	——	2,151,596	1,055,417
Taft Bcstg.	2,976,642	2,643,908	520,188	375,703
Times-Mirror	30,512,449	25,717,507	162,705	739,427
RKO General	——	——	1,226,074	1,881,002
Wometco	4,436,441	3,434,453	449,088	301,293
TOTALS	$215,415,190	$199,242,075	$16,533,415	$14,775,783

THEATERS SEEK SUPREME COURT PAY-TV REVIEW: Anti-pay-TV theater operators sought ear of U.S. Supreme Court last week, having lost at FCC and Court of Appeals in efforts to block toll system. Meanwhile, RKO & Zenith plan June 29 start of 3-year test in Hartford (Vol. 2:23 p3). Connecticut theater groups argued to Court that: (1) FCC doesn't have legal power to authorize pay TV, and Court of Appeals never even weighed legal factor as it should have. (2) Even if FCC has power to permit subscription TV, it erred in failing to consider rate regulation.

Theater owners insist that pay TV "raises the spectre of permanent loss of programs and program talent to the free viewing audience," that it "raises the problem of control of broadcast material by the owners of the patents," that Commission's power to authorize "experiments" relates to technical matters and not to a 3-year test which may cost viewers $15.5 million.

As for FCC's failure to mention rate regulation, petition stated: "It is the essence of arbitrary Commission action to authorize a radical departure from the established system without even giving thought to the question whether the Commission has or should exercise regulatory power over the single aspect of the new system which services to differentiate it in such a marked way from the system which has been in effect for almost 40 years."

Opposition to the other pending pay-TV proposal—application by KTVR Denver (Vol. 2:14 p5)—is expected June 11, with theater groups urging Commission to conduct hearing as it did on Hartford application.

PRODUCT-PROTECTION POT BOILS OVER: Will networks be forced to police product-protection policies of affiliates' nighttime station breaks and middle-of-show local commercials? In N. Y. last week, networks were valiantly trying to avoid issue and to get out from under battle developing between major agencies and major TV stations.

Latest skirmish was triggered by blunt warning from Benton & Bowles' Lee Rich, senior vp for media & TV programming, who stated B&B would expect "minimum of 15 minutes of separation" for competitive products in network commercials & spot TV this fall, or agency would expect "full credit" on behalf of clients for infraction.

B&B statement carries much weight, since agency places about 75% of its $114 million billings in TV-radio and is a major P&G agency. Statement backstopped similar blast from Ted Bates agency in wake of no-guarantee announcement from Westinghouse Bcstg. Co. and other large multi-station owners.

Frequently obscured is fact that product protection policies apply to 2 different levels: (1) Network commercials and spot schedules of o&o stations, over which networks have considerable control. (2) Spot schedules on network affiliates, over which networks have no control other than persuasion. It's in latter area that current tempest is astir.

Networks don't want to be traffic cops for busy spot intersections between or within network shows. This, they feel, is hassle between agencies/advertisers and broadcasters, and a matter for industry organizations like NAB. Typical network comments we heard last week:

ABC-TV vp & Gen. Mgr. Julius Barnathan: "We've no right to dictate local commercial policy of affiliates, and we don't like being forced to try. Stations can do anything they want in local breaks, although broadcasters know it's good sense to give as much product protection as humanly possible."

CBS-TV Dir. of Clearance (Sales) Robert F. Jamieson: "Networks are being asked by Benton & Bowles to take responsibility for something networks cannot really control in the first place. We don't want to take sides on questions of custom & practice in spot TV among affiliates."

NBC-TV Dir. Station Clearance & Traffic Stephen Flynn: "You can't expect a network commercial schedule to conform to the spot schedules of 180 stations. The network schedule has to be a 'control' against which affiliates try to match their schedules. Remember, we have no contractual control over these local situations."

Are affiliate policies being revised? There's been no rush to curb freedom of affiliates to set their own product protection policies. On June 4, CBS-TV launched new service wherein recap of nightly commercial lineup on network is TWX-ed to stations to aid local traffic personnel in preventing local-level collisions between network and spot-sold products. NBC and ABC said they had no similar plans. However, all 3 networks regularly send out advance commercial schedules on weekly or monthly basis, and these serve as guide in local spot scheduling.

Even where product protection is possible under network control, there's been gradual-but-steady decline. In radio's heyday, when most big advertisers made only a few products, networks guaranteed broad-scale "corporate protection." Today, such concept is as rare as professional butlers.

What killed product protection has been trend to corporate diversification in consumer field (Sample: P&G today makes everything from dentifrices to cake mixes) and TV trend to multi-sponsored hour-long (or longer) shows. Networks, now loaded with dozens of new products in nighttime TV, and advertisers, traditionally jealous of "uniqueness" of products, frequently don't see eye-to-eye on what is—or isn't—a product conflict.

Peaceful solution to problem is going to be difficult if not impossible. Networks want to keep out of local-level product problems. Major station groups—like Westinghouse, Triangle, Corinthian—no longer guarantee oldtime product protection. Agencies want to hold line as long as possible on behalf of clients investing millions in TV. Industry groups like TvB, 4-A's, ANA, NAB, SRA, etc. have generally avoided open forums, discussions and statements on topic. And there's always threat of govt. intervention if networks start laying down law to affiliates.

AM OVERCROWDING—PROTECTION & FREEDOM: "They scared the hell out of us." That's reaction of one industry participant in NAB-FCC confab last week on ways & means of reducing AM "overpopulation." He was referring to Commission staff; commissioners, he said, were more reassuring.

What troubled NAB committee, headed by George C. Hatch of Intermountain Network, Salt Lake City, was FCC staff's talk about programming & money. To industry's assertion that authorization of too many new stations produces "substandard" operations, Commission staff said that means FCC should inquire into: What is "standard" or better operation? How much does that cost? How do you determine revenue possibilities of market? If station is losing money, is owner taking too-large salary? Etc., etc.

That drift of discussion made everyone put emphasis on "maintaining good engineering standards"—cutting down on new grants for "technical reasons" but with unspoken understanding of economics.

Project is one of NAB Pres. Collins' favorites, and FCC has accommodated him to extent of partial freeze on new AMs (Vol. 2:20 p2) while engineering is studied.

It's far, far too early to judge where project is going. Can economic protection be acquired without paying price of increased govt. intervention? Some, but probably not a lot, from presently-composed Commission. Meanwhile, NAB group will form 2 subcommittees—one for engineering, other "to develop information necessary to the development of broad policy determination," according to NAB.

NEW TALL-TOWER KING CROWNED: World's tallest man-made structure, 1,749-ft. tower for WTVM & WRBL-TV Columbus, Ga., went into operation last week. Looming in prairielands, however, is shadow of 2,000-footer planned by KTIV & KVTV Sioux City, Iowa; stations have obtained FAA clearance, will apply for FCC CP shortly.

Columbus structure was designed and fabricated by Stainless Inc., North Wales, Pa., erected by Furr & Edwards, Rome, Ga. Tower was not built from ground up; rather, 488 feet was added to existing 1,260-ft. structure in unusual operation. Stainless Pres. Henry J. Guzewicz explained that tower, built in 1960, was designed to allow later addition. Cost of additional section, including transmission lines, was about $110,000. Antennas are RCA 6-section superturnstile for Ch. 3, RCA Mark II supergain for Ch. 9. Weight is about 215 tons.

There's now total of 117 U.S. TV towers over 1,000 ft., 8 over 1,600 ft. FCC has granted CPs for 7 more over 1,000 ft., has pending applications for another 26, including 1,794-footer for KATV Little Rock. Russia has been promising a 1,625-ft. Moscow structure for years; embassy says it's under construction.

CURRENT CAPSULES

Pitch to Madison Ave. admen was made by CFTO Toronto & ABC International in N.Y. last week as latest step in handling U.S. sales representation of foreign TV outlets in which ABC owns equity or has business interest. CFTO, origination anchor of Canada's CTV network, unveiled unique come-on for agency timebuyers: station's fall schedule is loaded with current or upcoming U.S. film shows (*Flintstones, Dr. Kildare, Sam Benedict*, etc.), many of which boom into Toronto from Buffalo, N.Y. stations. CFTO, however, has acquired its film shows largely on "pre-release" basis, so that episode seen on CFTO is 2 or 3 weeks ahead of episode

on U.S. networks. Thus, station gets edge in area with home population of 1,727,000—plus bonus U.S. audience of viewers who like to stay ahead of their neighbors. CFTO Gen. Mgr. William Crampton claimed top rating honors for his station in market served by 5 TV networks, an independent outlet, and Telemeter. Possessor of one of biggest & best live TV plants anywhere, CFTO has survived huge personnel turnover, huge initial losses (nearly $3 million in pre-operative & 1961 losses) to score sales & audience gains. Film is backbone of much of CFTO's nighttime schedule, despite Canadian quota restrictions. Live studios get regular workout, however, in producing video-taped low-budget shows for other CTV stations and in filling heavy schedule of taped commercials. ABC International, which will handle CFTO's TV sales in all areas outside Canada, is also New York sales rep for Central American TV Network, and outlets in Venezuela, Ecuador, Argentina, Philippines, Japan and Lebanon. NBC and CBS, although active in foreign TV station investment, do not handle foreign TV time sales.

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All-channel-receiver bill will be taken up on Senate floor June 13 or 14, Majority Leader Mansfield (D-Mont.) announced last week. Approval is considered virtually certain, as is House concurrence in amendment giving FCC power over uhf tuner quality. Senate consideration of satellite communications bill is scheduled next.

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Add FCC clampdowns: (1) Proposed license revocation or $10,000 fine for radio WDOV Dover, Del. for broadcasting commercially last Sept. 19 during Hurricane Esther, filing false program logs, double billing. (2) Proposed $1,000 fine for WOL-FM Washington for putting new antenna into use without getting Commission permission.

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Changes in logging of transmitter operation, etc., have been proposed by FCC as forecast (Vol. 2:23 p3)—including use of automatic logging, separating records into operating & maintenance logs.

Personals

William Ruder resigns as Asst. Secy. of Commerce for Public Information, returning to Ruder & Finn PR firm, N.Y. . . . **Bernard Krause** promoted to CBS-TV business affairs-administration dir., **Robert A. Jelinek** to contracts, talent & rights dir. . . . **John F. White**, NET pres., resigns from board of educational WNDT (Ch. 13) N.Y. because of possible conflict of interest.

John Rich promoted to NBC News Far East bureau chief, Tokyo, replacing **Cecil Brown** who returns to U. S. **Bernard Frizell** promoted to Paris Bureau chief, replacing Rich.

Lewis J. Rachmil, Ziv-UA production operations vp, resigns. . . . **John Maxon** promoted to Sponsors Film Service sales mgr.

James Benjamin named educational WNDT N.Y. special projects coordinator, **Sylvia Spence** program information mgr., **Frank Leicht** production mgr., **Lee Polk** children's programs mgr., **Robert D. B. Carlisle** adult telecourse programs producer.

Wayne F. McNulty, ex-WEAU-TV Eau Claire, Wis., named KXLY-TV & KXLY Spokane gen. mgr. . . . **Harold C. Crump** promoted to WLAC-TV Nashville gen. sales mgr. . . . **Allen Sternberg** promoted to WCKT Miami production mgr., succeeding **Gene Walz**, who becomes WRC-TV Washington program mgr.

Alan Newcomb promoted to Jefferson Standard Bcstg. public affairs dir., a new post. . . . **Jay Lewis**, ex-*Variety*, named NAB publications editor. . . . **Charles Ford**, ex-radio WNBC N.Y. program operations mgr., named WJZ-TV Baltimore operations dir.

Richard C. Baur, ex-WLWI Indianapolis, named TV Bcstg. Service videotape dir., N.Y. . . . **Haan J. Tyler**, former KHJ-TV-AM-FM Los Angeles gen. mgr., named *Western Advertising* southern sales mgr. . . . **E. Jonny Graff**, former WNTA Bcstg. pres., elected exec. vp for new business, Moss Assoc., renamed Moss, Graff Assoc. Inc.

Theodore N. McDowell promoted to mgr. of expanded WMAL-TV & WMAL Washington news & public affairs dept. . . . **Leo Cherniavsky** promoted to BMI foreign performing rights administration coordinator.

Harold J. Klein, ABC Films world-wide sales mgr., elected to board; **Raymond C. Fox** promoted to administrative vp. . . . **Clifford J. Barborka Jr.**, ex-Better Broadcast Bureau pres., named Adam Young radio vp. . . . **Robert W. Bullock**, ex-NBC, named asst. to TV sales & engineering vp, Kliegl Bros.

Shaun F. Murphy, KTVI St. Louis vp & gen. sales mgr., resigns July 1; **Ralph Hansen**, asst. gen. mgr., will direct sales pending appointment of Murphy's successor. . . . **Robert G. Fincannon**, radio WMRI Marion, Ind., gen. mgr. elected vp & gen. mgr., WTAF (Ch. 31) there, due on air late summer.

Randolph S. Brent, ex-CBS sports operations mgr., named WVEC-TV Norfolk-Hampton station mgr. . . . **Lionel Hampton**, band leader, appointed music dir., upcoming WOOK-TV Washington.

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Radio WKFM Chicago was called "world's first FM-Stereo" broadcaster, because of June 18, 1961 start, in proclamation by Ill. Gov. Otto Kerner who designated next June 18 as "FM-Stereo Day" in state.

In one of his rare editorials (Vol. 2:23 p3), CBS Pres. Frank Stanton plumped for his hard-pressed magazine brethren, asserting that postage increase could kill many publications and that it has never been national policy to expect profit from delivering publications. Though proposed increase doesn't affect broadcasting, he said, "freedom of the press, like all fundamental freedoms, is indivisible. If the freedom of one medium is endangered so is the freedom of all others." Postmaster General J. Edward Day, granted free time next day, argued that most of increase is for magazine-subscription solicitation—not for magazine delivery—and that he doesn't believe public wants to subsidize "the unsolicited advertising mail you receive." He commended CBS for giving time to the controversy.

Personalities of FRC & FCC members and their influence on broadcasting through the years is subject of article by Ohio State U.'s Lawrence W. Lichty in Spring 1962 *Journal of Broadcasting* published by Assn. of Professional Bcstg. Education, U. of Southern Cal., University Park, Los Angeles. Lichty concludes that during each of 7 separate periods, 1927-61, backgrounds of commissioners "were remarkably homogeneous."

Add NCTA sessions at June 17-21 convention in Washington's Shoreham Hotel: (1) Panel on "Progress & Prospects in Broadcaster Relations" June 19 a.m.; Jerome (Tad) Reeves, KDKA-TV Pittsburgh gen. mgr., June 20 luncheon speaker. (2) Panel on "Educational TV—An Overview" June 19 p.m., with Dr. Keith Engar, FCC; William Harley, NAEB pres.; David C. Stewart, NET Washington dir.; Dr. John Guy Fowlkes, U. of Wis. Senate Finance Committee Chmn. Byrd (D-Va.) will address June 19 session.

ASCAP-industry negotiators meet June 11, at their request, with N.Y. Federal District Court Judge Ryan in what TV industry committee chmn. Hamilton Shea described as "a key conference." He said meeting in judge's chambers was sought to "explore new avenues of approach" toward agreement on music-license fees (Vol. 2:13 p4).

AM engineering standards are tightening, according to FCC pulse-feelers. They point to Commission's denial last week of daytime-to-fulltime switch sought by WLOU Louisville, saying application might well have been granted under previous policy.

New FCC staff Review Board (Vol. 2:22 p6) is effective Aug. 1, Commission announced last week as it adopted changes in its rules, outlining duties and procedures of Board.

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Obituary

Edgar Kobak, 67, distinguished broadcast pioneer, died of cerebral hemorrhage in Atlantic City June 3. He began career as engineer with Georgia Railway & Electric Co., switched soon to McGraw-Hill where he served in various executive positions for 18 years. In 1934, he was named NBC sales vp, left in 1936 to become vp of Lord & Thomas ad agency. In 1940, he rejoined NBC as vp in charge of Blue Network, advanced to exec. vp in 1942. He was elected pres. of MBS in 1944, served until 1949 when he established own agency. At time of death, he was pres. of Advertising Research Foundation. He had served with great number of industry groups and charitable organizations. Surviving are his widow & 2 sons.

Educational-commercial committee formed by NAB & JCEB started these new projects at first meeting last week: (1) Determine standards for amounts underwriters can contribute to ETV without slipping into commercial sponsorship. (2) Survey present commercial station assistance to ETV. NET network affairs vp James Robertson & WTVJ Miami exec. vp Lee Ruwitch will handle project. (3) NAEB Pres. William Harley and radio KMOX St. Louis vp & gen. mgr. Robert Hyland will head group studying methods of gathering more professional personnel for broadcasting. Full committee is headed by co-chmn. Robertson and Westinghouse Bcstg. exec. vp Rolland V. Tooke.

Grant of Ch. 6 Miami to Coral TV Corp. has been approved by FCC Chief Examiner Cunningham, following agreement wherein Coral will reimburse competitor South Fla. Amusement Co. $65,000 for expenses and give its Pres. Sherwin Grossman option to buy minority interest. Last year, FCC had been ready to give CP to South Fla. but reopened record when Coral charged that Grossman had faked letters sent to Commission (Vol. 1:15 p1). In last week's action, Cunningham said Grossman's acquisition of interest in Coral will depend on resolution of faked-letters charges.

"Equal time" for telecasters with CATV problems has been granted by FCC. Commission will confer with station group June 21. It met with NCTA representatives recently (Vol. 2:22 p5). One unusual conflict expected to come up: KLTV Tyler, Tex. and TV Cable Service Inc. (G. H. Flinn) agreed that latter wouldn't duplicate KLTV's programs by carrying out-of-town signals. In case of color, it was agreed CATV wouldn't duplicate if KLTV's technical quality were adequate—but the two can't agree on quality of signal.

ETV for all N.J. could be provided by 4 high-powered uhfs, according to N. J. ETV Corp. Group plans stations at Glen Ridge, Rutgers U., Glassboro, Atlantic City, plus 4 translators to fill in northwest. Glen Ridge station is due on air this year at estimated cost of $750,000; other 3 are expected to cost $500,000 each, translators total of $24,000. Stations will be linked via microwave.

Award-winning TV research plans in TvB competition are outlined in publication: *Tomorrow's Communications Research*. Booklet gives description of the 18 winning plans, background on competition. Available without cost from TvB, 1 Rockefeller Plaza, N.Y. 20.

Unusual TV production firm, Charter Producers Corp., has been formed by ex-Revlon advertising vp Ted Bergmann. Firm will consist of producers working individually on own TV projects, with joint "brain sessions" to develop programs.

New promotional FM newsletter, *FM Report*, will be published for National Assn. of FM Broadcasters by *FM Listener's Guide*, 145 E. 52nd St., N. Y.

WTVD Durham-Raleigh affiliates with NBC-TV, will also continue with CBS-TV. WRAL-TV has ABC-TV.

NEW AM-FM RADIO DIRECTORY

Due off presses shortly, *Television Digest's* authoritative annual directory—listing all U.S. & other North American stations & applications by state & city, frequency, call letters—goes to full TV-AM-FM subscribers. Extra copies, to all subscribers: $7.50.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

COLOR IN TRANSITION—LINES SHORT & LATE: With exception of RCA & Zenith, set makers' color lines for fall continue to be short—and, like last year, some are due for late introduction.

There's still air of wait-&-see caution, as 2 riddles are pondered at various industry levels: (1) Since RCA's 90-degree picture tube is due early next year, what will happen—and what should be done—in meantime? (2) Is it time to think of becoming less dependent on RCA and going into independent manufacture of color?

Most extreme reaction came from Motorola, which regards RCA's announcement of 90-degree short picture tube as sort of personal victory. At distributor meeting, exec. vp Edward R. Taylor made surprise announcement that Motorola had reversed itself and decided not to go into color this year because "the 70-degree tube will be of short duration."

Motorola even showed 70-degree consolette which it had planned to build—and then shelved. Said Taylor: "The outlook for color is good and sales should rise from last year's 175-180,000 sets to about 300,000 this year. . . . But we will not get into color until we have something different and worth talking about." As to the 23-in. rectangular 90-degree color tube being developed jointly with National Video, Taylor said: "We think we have it licked and that we will have it in a year."

Zenith went in opposite direction, broadening color line from 9 to 15 basic models, now including consolette at low end and stereo theater at high end, listing from $549.95 to $1,750 vs. 1962 line's $695-$1,050. Zenith continues to add its own special features to color line—this year including new amplifier tube & new peaking circuits.

In other introductions last week, Sylvania brought out 3 color sets—at $695, $725 & $775—compared with previous single set at $825. Olympic retained its $695 console, added 3 more at $749.95, for total of 4 models—vs. 3 in former line, dropping $675 console & $995 stereo combo.

Among companies which won't show color lines till later are Admiral, Packard Bell & Philco.

Here's status of manufacturers currently putting together own color sets: RCA, Zenith, GE, Warwick (Sears Silvertone), Packard Bell. Admiral distributors were told at last week's meeting that it would begin its own color set production this fall. In addition to Admiral, these manufacturers have announced they will make their own sets either this fall or next year: Olympic, Sylvania—and, of course, Motorola.

Meanwhile, Paramount Pictures is going to take another try at color-tube market with new 3-gun version of its Chromatron (Lawrence) tube. Pres. Barney Balaban told stockholders meeting last week that new tube currently has brightness of 200 foot-lamberts and has potential of 400 foot-lamberts, several times brighter than black-&-white tube. He said it has advantage of greater ease of manufacture than previous versions and that Paramount hoped to be ready to discuss manufacturing arrangements in September either with a U.S. tube maker or with Sony of Japan, with which Paramount has licensing & engineering agreement on tube.

NEW LINES—PRICES DOWN, STYLING UP: Five more new lines—or portions thereof—were premiered last week. In varying degrees, prices start lower than last year in TV & stereo. Styling gets another boost, with more hardwood & veneers, more tambour doors, more unusual configurations. In 19-in. TV, 2 more manufacturers—Olympic & Sylvania—brought leader models down to $139.95. But there was no rush to cut 23-in. table models to $169 range—and, except for Motorola, $179.95 seems to be bottom so far.

In stereo field, 2 more redesigned tone arms showed up—from Zenith & Philco—both with feature claimed to make it impossible to scratch records. Most stereo consoles have built-in FM stereo. Here are highlights of last week's new lines, in alphabetical order.

Olympic: Marking its serious entry as competitive factor in 19-in. business, Olympic showed longest line in its history, with 5 basic portables, 5 table models, 7 consoles, 26 TV-radio-phono combos. Leader 19-in. portable at $139.95 is U.S.-made. First set shown drawing on Olympic's pact with Nippon Columbia (Vol. 2:18 p9) is 19-in. Japanese-made table model at $149.95. Consoles run about $10-$20 below last year, with new 27-in. at $329.95, a full $120 below last year's only 27-in. set. Hardwood models begin $299 vs. $359 last year. TV combinations run $299.95-$800 vs. last year's $329.95-$640, with stereo FM in all from $399.95 up.

Packard Bell: Surprisingly short TV line again features conversion to wireless remote control in all but portable models. Prices begin with 19-in. portable at $148.88 (down $11 from last year's leader). All other sets appear to be $10-$30 below year-ago prices for comparable sets. Line has 4 sets with single tambour doors (vs. 2 last year). Two teacart 23-in. TVs are featured, with antenna built into cart, as well as teacart-antenna accessory for 19-in. portables. No TV combinations were shown.

Philco: Biggest styling changes of year—to date, that is—came from the new Philco. And it's only beginning, according to vp-gen. mgr. Larry Hyde, who said "a great deal more retooling will be apparent in the lines we will be showing later this year & in 1963."

Philco TV lines feature extensive use of doors of "curtainwood paneling," new flexible type of wood veneer. Cheapest door model is $299.95 console. Combination line has 2 "hutch" models—one with stereo on top of TV, another in which table model TV is set on top of stereo.

First portable with list price is $159.95, but there's leader which is unpriced—and presumably can be sold as low as $139.95 in some areas. Highly successful Town & Country portable now has stripped-down version at $189.95, although $200 model is kept in line. Unique 19-in. Townhouse table model, at $199.95-$219.95 adopts new, modern configuration, with some Predicta influence but far more conservative. Consoles begin at $199.95 (vs. $239.95 last year).

Stereo line premieres new "Scratch-Guard" tone arm, in which needle retracts to prevent accidental record scratch. High end of portable phono line is $169.95 unit, with drop-down changer, which can be mounted on wall. All stereo consoles (which begin at $149.95) have genuine veneer & solid cabinets. Stereo consoles at $219.95 & up have FM-stereo radio.

Philco also showed table & clock radio lines—and, at same time, reduced its 6-transistor pocket set to competitive $14.95. Radio prices were somewhat lower than year-ago levels. Top of line is German-made 9-transistor AM-FM-SW 4-band set at $149.95.

Sylvania: There are some surprises in this line. TV prices are sharply lower, starting with 19-in. table model at $139.95. Sylvania's 19-in. portables range from $149.95 to $169.95. Company obviously intends to make hay out of HaloLight, is offering it as optional ($20 extra) on all consoles. Consoles now start at $229.95 (vs. $269.95 last year), and only combo in line is $549.95 (last year's combos were $599.95 & $699.95).

Stereo phono consoles start at $139.95, and all sets from $199.95 up have FM stereo. Portable phonos are $49.95-$129.95. Radio line has new AM-FM table model at $49.95 and two 8-transistor cordless table sets at $29.95.

Zenith: Black-&-white TV line has 42 basic models—exactly same number as last year—with 18 remote-control sets. Portables start at $149.95. Trend in this line, as in others, seems to be toward more deluxe styling and lower starting prices for table models, consoles & combinations.

In stereo, Zenith announced new tone arm with only 2 grams pressure, with "free-floating" ceramic cartridge which prevents accidental record scratching. Tone arm & cartridge were developed jointly with CBS Labs, and are standard equipment in 23 of the 30 sets in Zenith's stereo line. Stereo prices range from portable at $79.95 to top console at $850.

For summary of color-TV lines, see story on p.7.

"Home music distribution system" to pipe radio or phono to any room via regular house wiring will be announced soon by GE. Available as optional extra on 3 top stereo consoles (starting at $259.95), system uses FM transmitter in phono console, receiver-amplifier system in speaker unit. Any number of remote speakers can be fed from single transmitter. Transmitter and 8-in. speaker will retail at about $90, additional speakers at $69. Each speaker is in cabinet with amplifier and on-off, volume and tone controls. Unit provides monophonic sound from either stereo or mono source.

Although at least 2 manufacturers will introduce 16-in. TV sets this year, Motorola probably won't go along. Exec. vp Edward R. Taylor told distributors last week: "We passed up the 16-in. picture tube because there is no cost advantage over the 19-in. The only advantage is one of size and we do not feel the consumer will pay for it. But if the 16-in. receivers go, then it won't take us long to get into it."

FTC RAPS GE ON CO-OP ADS: "A difference of legal opinion," is the way GE explains accusations by FTC last week that GE co-op ad plan illegally restrains retail price competition among competing appliance dealers. W. H. Pickett, counsel for GE Housewares Div., said details of ad plan, introduced in 1959, "were promptly and fully explained to counsel for the Commission over 3 years ago. It has remained substantially the same since that date and currently applies only to some consumer product lines of the Housewares and Commercial Equipment Division." TV sets are not involved because GE has had no co-op ad plan for TVs for some years.

Ad plan attacked by FTC as "unfair, oppressive and to the prejudice and injury of the ultimate consumer" drew ire on 3 counts: (1) Retailers receive ad payments on condition that they don't cut minimum resale prices established by GE. (2) They lose allowances if they compare sale price with higher prior price. (3) All co-op ads must be submitted in advance to GE distributor for approval. FTC charged that these conditions have "a dangerous tendency to unduly hinder competition," because ad allowances under plan were denied dealers who wouldn't abide by conditions. It seeks cease-&-desist order to prohibit GE from favoring one appliance dealer over another.

GE has 30 days to prepare formal answer, denied plan violates Section 2(D) of Robinson-Patman Act. Pickett emphasized that co-op plan "in no way restricts the manner in which a retailer may advertise products made by the company whenever he uses his own money to do so. . . . Neither does it in any way attempt to establish prices at which the retailer sells such products. It merely provides that the company will not contribute its cooperative advertising funds to assist any retailer in advertising which uses comparative prices—a type of advertising which FTC recognizes can often be deceptive—or prices which are below a minimum believed by the company to be reasonable." GE noted FTC's 3-year delay in taking action against plan, said this "would seem to indicate that the Commission itself has serious doubts on the matter."

GE contends plan "applies uniformly and without discrimination to all retailers of company products covered by the plan," said it disagrees with FTC's apparent position "that a manufacturer cannot in this or similar ways prescribe advertising standards which the manufacturer is willing to support with its own cooperative ad funds."

TV DISCOUNTERS INCREASING MARKET SHARE: Although discounting is as old as brown goods, heftier cuts applied by so-called mass merchandisers are moving an ever-increasing volume of TVs at lower-than-ever margins—and pushing many a small dealer closer to the wall in scramble to remain competitive. Our discussions last week with TV manufacturers, distributors and discounters developed these points:

(1) Estimates of discounters' share of TV market range up to 40%. Sidney A. Cooper, pres. of Silo Discount Centers, Philadelphia-based chain that extends into Delaware & N.J., told us discounters' share of TV sales in metropolitan areas is "far in excess of 40%."

(2) Fatalities among independent TV dealers were up alarmingly last year. However, so far this year fatality rate is showing signs of slowing down, we were told by Jules Steinberg, exec. vp of National Appliance & Radio-TV Dealers Assn.

(3) At least one major TV maker is exploring private label possibilities with several national discount chains. Silo's Cooper, incidentally, sees "no future in private labeling in discount industry." The future of "this discount business," he said, "is the forceful selling of name-brand merchandise—otherwise you lose

your identity." Silo sells RCA, Philco, Admiral, Zenith, among others, has just concluded deal to become exclusive U.S. distributor of radio & hi-fi line of West Germany's Wega Radio Co.

(4) Discounters have shown almost no interest in Japanese TV, despite price advantage, because of absence of quality brand names.

(5) TV makers whose products move in quantity via discounters foresee discounters increasing share of TV market.

Who is a discounter? In an industry where price cutting is traditional, separation of mass merchandiser from price cutter is matter of definition. No one knows how many of nation's 65,000 TV-selling outlets retail at list, but consensus is very few. Motorola Consumer Products Inc. Pres. Edward R. Taylor told us: "98% of TV dealers are discounters. However, only 20% operate under the handle of 'discounter.' " We asked a discounter, who's a discounter? Silo's Cooper separates mass merchandiser from price cutter this way: mass merchandiser works on 15-20% margin. NARDA concurs. "We classify as a mass merchandiser one who works between 18-20%," Steinberg told us, adding: "It's our opinion that you can't operate profitably at this margin, but the better heeled you are the longer it takes to get the message. We are countering the impact of mass merchandisers by educating our dealers to provide the services that will enable them to operate at 25-30%. Mass merchandisers can't provide trade-in, extended warranties, maintenance and other services at 18-20% margin."

Several TV makers we spoke with disclaimed interest or participation in discount activity because they sell via distributors. RCA, Philco & GE told us, for example, that they neither encourage nor discourage distributors in selling discounters, that latter set own franchising policies. RCA Sales Corp. merchandising vp Raymond Saxon, incidentally, is one TV executive who believes discounters' market share is smaller than generally believed. In his opinion it may extend to "up to 15%." Philco noted difficulty of defining a discounter, pointed out that "many department stores advertise the fact that they won't be undersold."

Motorola & Admiral do sell to discounters via distributors, and candidly recognize mass merchandisers as growing segment of business. Motorola's Taylor told us "we encourage our distributors to sell to discounters. Mass merchandisers account now for about 20% of the TV business, and we foresee this percentage increasing." Admiral told us: "Let's face it. Today you can't do without the discount business. We've always done business with discounters. We estimate that 30-40% of the market is now sold by discounters, and the percentage will increase. Today, practically everybody is a discounter, and consumers have come to expect brown goods to be discount products. Our prices are not fair traded, so we have no control on retail prices."

Case for anti-discounters is championed by Magnavox. "Our products never appear in discount stores. If they did, we would immediately take steps to see how & why. Perhaps 35% of all TV sales today are made via discounters, and this percentage undoubtedly will increase. However, despite this, we don't foresee Magnavox in discount stores because of the service we give. Our 12-month labor & parts warranty, for example, is something that discounters can't match, and we think that more and more people are turning from strictly price to service & quality. We're not being affected by discounters, and we can continue to ignore this growing discount market. In these past few years, when discounters, have been making impressive inroads, our sales volume has leap-frogged—from $90 million in 1959 to $125 million in 1960 to $140 million in 1961."

Similar sentiments were echoed by Olympic consumer products sales vp Morton M. Schwartz, who told us: "Our TV sets are not the kind of merchandise you can put in a shopping cart and wheel out of the store. Our TV sets have to be sold, and we don't encourage our distributors to seek out the discount business. We don't think it is an important market for us, except where the discounter also happens to be a good selling organization, as in the case of Silo Discount Centers in Philadelphia. You won't find Olympic a factor in the discount business."

Emerson Pres. Benjamin Abrams pointed out that his Emerson line is sold via distributors who make their own decisions about dealers. Du Mont line, however, is sold direct, and "we don't sell to discounters." Abrams estimated that "90% of our products are sold outside of discount stores." He also believes that the great majority of all dealers sell at list. "Price cutting is mainly in the major markets," he told us. "I estimate that at least 80% of TV dealers across the country sell at list. I estimate that discounters account for 20% of the market—and I don't see this percentage increasing. In fact, I see it slipping back. More & more people are turning to their neighborhood retailers and department stores for the services you can't get in discount houses."

Muntz TV vp Jack Simberg told us his firm is talking private label business. "This discounting business is becoming quite a factor," he said, "and we are now talking to some discount chains on a national level about making sets under private label. We would not be interested in their handling our sets under the Muntz brand. That would destroy our price structure and hurt our exclusive dealers." He pointed out that it's not easy to interest discounters in their own-label sets. "They want national brands and the merchandising benefit of cutting prices on these brands." He's not overly impressed with discounters' TV volume. "We have the feeling that discount stores are not increasing their TV volume to a point where we at Muntz have to rush out and make a deal with them. In fact, some chains we've talked with don't seem to have the TV tonnage you would expect in view of their over-all volume."

For view from firing line, we spoke also with Zenith's Philadelphia-area distributor, Pierce-Phelps. Sales mgr. R. C. Woltemate told us "we sell direct to discount stores in the Philadelphia area, including Korvette & Silo." The reason is basic: "We have to have our merchandise in outlets where merchandise is sold in volume." Woltemate told us Pierce-Phelps sells its TVs on a "fair-traded minimum resale price, and we shop regularly to see that this is not violated." This practice has been in effect for about a year, and came about "because things got so bad that dealers were working as low as 10% on a TV console." He added: "We have had many repercussions from dealers because we sell to discounters, but this has died down since we instituted the minimum resale price policy. This policy doesn't permit the margin of profit we believe a dealer should have, but it does at least enable him to make a living." He said that if 20% is margin that separates mass merchandising discounters from traditional price cutters, then "practically every dealer in Philadelphia is a discounter."

TV-RADIO PRODUCTION: EIA statistics for week ended June 1 (22nd week of 1962):

	May 26-June 1	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	107,335	109,361	86,746	2,788,408	2,274,758
Total radio	289,390	332,149	281,120	7,800,635	6,193,294
auto radio	94,391	125,798	108,842	2,737,234	1,967,993

Trade Personals

Ted A. Flynn appointed Packard Bell Sales Corp. sales vp. ... **Charles A. Black** named assistant to Ampex's pres.

Don G. Mitchell, ex-GT&E vice chmn. (Vol. 2:18 p11), elected a Cerro Corp. dir.

Carl A. Pollock, Dominion Electrohome pres., elected president of Canadian Mfrs. Assn.

Frank Freimann, Magnavox pres., awarded honorary Doctor of Engineering degree by U. of Notre Dame for "contributions made to everyday life through new designs & applications of electronic engineering."

John G. Brooks elected chmn. & chief executive officer of newly merged Lear-Siegler Inc.; **Albert G. Handschumacher** elected pres.

Ed Whittaker, Canadian Admiral Corp. vp, appointed EIA of Canada receiver div. sales & merchandising committee chmn.

Earl L. Hadley, ex-Westinghouse and Bendix Radio-TV Div., joins Marketing-Sales Plans Co., N.Y.

Gordon G. Wilbur elected pres. of Dresser Industries' Ideco subsidiary, succeeding **George W. Walton,** retired.

Murray G. Wachsman appointed vp-gen. mgr. of Allied Radio's manufacturing subsidiary, Knight Electronics.

Dwight L. Umstead named western regional sales mgr., Allen B. Du Mont Labs' Electronic Tube Div.

Harvey Miller appointed mktg. mgr., General Instrument Rectifier Div.; **Edgar Pollacek** named selenium rectifiers sales mgr., **John Tucker** silicon rectifiers sales mgr.

Obituary

Harry A. Ehle, 53, retired exec. vp of International Resistance Co. and prominent parts industry leader, died recently at his home in the Virgin Islands. He served on EIA's board from 1952 to 1958, was president of Parts Show in 1953-54 and was consultant to govt. Electronic Production Board. He retired from IRC in 1958 after 27 years with company. Surviving are his wife & 4 children.

Albert W. Franklin Sr., 70, inventor with 40 patents on radio devices, died June 1 in New York's Harkness Pavilion after brief illness. Franklin was a pioneer in development of stamped circuits for radio sets and push-button controls. He also was founder of A. W. Franklin Corp., Long Island City manufacturer of radio parts.

■

RCA's 1962 ad support for TV-radio-phonos will be 40% above 1961—including 30% rise in factory-controlled advertising—RCA Sales Corp. ad & sales promotion vp Jack M. Williams announced last week. He said RCA Victor distributors will expand use of local newspapers, while factory will increase magazine schedule. Half-sponsorship of Walt Disney show on NBC-TV will be continued. Theme of pitch for color TV will be "8 Years Proved Performance"; b&w TV will be geared to "New Vista" campaign; stereo consoles to FM stereo & beautiful furniture, radio to "precision styling & sound."

Sylvania will raise prices 8% on all military & industrial cathode-ray tubes July 1—picture tubes excluded.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Share Common	Common Shares
Allied Artists	1962—39 wks. to Mar. 31	$ 9,585,000	——	$(1,196,000)	——	911,278
	1961—39 wks. to Mar. 31	10,498,489	——	414,105	$0.42	899,723
Collins Radio	1962—9 mo. to Apr. 30	144,607,275	——	1,428,981	.64	2,230,062
	1961—9 mo. to Apr. 30	164,145,046	——	2,700,117	1.22	2,210,176
	1962—qtr. to Apr. 30	50,802,121	——	778,679	.35	2,230,062
	1961—qtr. to Apr. 30	51,716,972	——	97,895	.04	2,210,176
Emertron	1962—26 wks. to May 5	——	$ 673,719	323,719	.14	2,316,044
	1961—26 wks. to Apr. 29	——	——	(124,260)	——	2,316,044
Hewlett-Packard	1962—6 mo. to Apr. 30	51,969,000	——	3,004,000	.28[1]	10,708,911
	1961—6 mo. to Apr. 30	41,818,000	——	2,709,000	.26[1]	10,627,978
Industrial Electronic Hardware	1962—year to Mar. 31	4,802,361	336,081	147,456	.22	670,799
	1961—year to Mar. 31	4,541,895	304,725	138,031	.22	641,807
Miratel Electronics	1962—year to Feb. 28	958,693	——	42,092	.10	399,620
	1961—year to Feb. 28	515,826	——	25,052	.06	399,620
National Co.	1962—4 mo. to Apr. 30	3,104,000	——	62,400	.07	802,779
	1961[2]	——	——	——	——	——
TV Shares Management	1962—6 mo. to Apr. 30	1,366,648	748,097	367,258	.36	1,018,500
	1961—6 mo. to Apr. 30	1,475,072	769,646	383,658	.38	1,018,500

Notes: [1] After preferred dividends. [2] Comparison not available.

SYLVANIA TO SELL DIRECT: While keeping its independent distribution system, Sylvania Home Electronics will gradually close its factory branches and substitute direct-to-dealer selling in those areas. These are N.Y., Chicago, Philadelphia, San Francisco, Syracuse & Tampa-Jacksonville.

Direct sales will be handled on franchised-dealer basis through special distribution centers in various areas throughout country. The company emphasizes that present independent distributors will not be affected. New distribution plan is one of first changes in marketing setup under new Sylvania Home Electronics Corp. Pres. Robert J. Theis.

Components Up 6% In 1961: Shipments of components, including tubes & semiconductors, totaled about $3.6 billion in 1961, nearly 6% higher than 1960, Commerce Dept.'s Business & Defense Services Administration reports. Semiconductor shipments increased 4% to $565 million; capacitors were up 18% to more than $300 million. Picture tube shipments amounted to $249 million; total tube output $860 million, about same as year earlier. Unfilled orders for components at year's end were about 11 weeks' production, 8% higher than at end of 1960.

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Armed Forces Communications & Electronics Assn. convention in Washington's Sheraton-Park Hotel June 12-14 includes: June 12—Panel "Modern Trends in Data Communications"; keynote speech, Dr. Harold Brown, Defense Dept. Dir. of Defense Research & Engineering. June 13—Panel "Command & Control for Survival"; panel "Telestar Satellite"; banquet speech, Dr. Irvin Stewart, Dir., Telecommunications Management, OEP. June 14—Panel "Getting More for the Defense Dollar"; luncheon speech, Rep. George P. Miller (D-Cal.), Chmn., Science & Astronautics Committee.

Magnavox Sees 40% Profit Gain: Magnavox's 1962 earnings are expected to be "at least" 40% ahead of the 1961 rate and increase per-share earnings to "more" than $1.80 from $1.26, Pres. Frank Freimann reported. He said current projections place 1962 sales "substantially above" $200 million, compared with 1961's $140.8-million volume.

May sales rose 75% from a year earlier to about $15 million, Freimann said, pushing total sales for 1962's first 5 months to $70 million—up sharply from $48 million in Jan.-May 1961. He said sales for first half would be up "more" than 50% from 1961's first half, with profits "showing at least a proportionate gain." In 1961's first half, Magnavox earned $2.5 million (36¢ a share) on $61.8-million sales. Military & industrial electronic products have been principal factors in 1962's sales improvement, but sales of consumer products also are up "substantially."

Freimann also noted that Magnavox's directors are expected to give "serious consideration" at mid-July meeting to increasing present dividend rate from 12½¢ quarterly. "Obviously, I can't speak for the board," he said, "but since profit has increased substantially, it's pretty difficult to justify the rather small annual dividend."

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Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
Axe Science & Elec.	—	$0.12	June 22	June 1
Bendix	Q	.60	June 30	June 9
Corning Glass	Q	.37½	June 29	June 18
Decca Records	Q	.30	June 29	June 18
MPO Videotronics-A	Q	.10	July 16	June 29
MPO Videotronics-B	Q	.001	July 16	June 29
Newark Electronics-A	Q	.06¼	June 29	June 15
Universal Pictures	Q	.25	June 28	June 16

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The authoritative service for executives in all branches of the television arts & industries

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Broadcast

LEE STILL SOLD ON LOCAL HEARINGS, commends Chicago stations for ascertaining needs but finds controversy over coverage of religious groups, racial & social problems, local talent (p. 1).

COLLINS BLASTS 'CENSORSHIP SCAPEGOAT,' asserts irresponsible broadcasters are selling industry "myth" of govt. intervention to hide shortcomings (p. 2).

NCTA CONVENTION—MORE STRENGTH, MORE SUBSTANCE in evidence on eve of Washington convention. Rep. Harris, Sen. Byrd, head speaker list. Shafto joins operators' ranks (p. 2).

ALL-CHANNEL BILL—ALMOST HOME, passed by Senate, goes to House for amendment giving FCC performance control. Commission plans uhf-vhf noise & sensitivity ratio—not absolute figures (p. 3).

CRAVEN SEES NO DIRECT TV SPACECASTING ON HORIZON, citing costs, lack of frequencies, doubtful foreign interest (p. 3).

PRODUCT PROTECTION (CONT.): Two large station groups comment on industry hassle triggered by Ted Bates agency. Gist: "We don't plan changes because we already give what agencies want." Problem continues to simmer (p. 4).

Consumer Electronics

MANUFACTURERS LIST PRICES ON WAY OUT? National Better Business Bureau readies appeal to makers & retailers to follow lead of N.Y. BBB which has notified dealers in its areas to cease use of "list price" & suggested list price in ads (p. 7).

HOME ELECTRONICS SHOWCASE found in Music Show as industry endorses NAMM event almost unanimously. Entire N. Y. Trade Show Bldg. to be devoted to electronics at next week's event (p. 8).

TV SALES LAGGED behind '61 in May, preliminary reports indicate, reversing 4-month trend. TV & radio sales ahead of 1961 for April, but phonos showed 9% drop (p. 8).

MORE NEW LINES—Emerson prices steady, but some reductions are apparent in Du Mont line. Both lines feature added 27-in. sets. Telectro debuts furniture-styled recorders (p. 10).

COLOR TV SALES of 400,000 sets this year, 750,000 next year predicted by Siragusa. Sylvania displays $5,000 home entertainment center with built-in slide projector. (Topics & Trends, (p. 11).

LEE STILL SOLD ON LOCAL HEARINGS: Chicago-type hearings are good thing, FCC Comr. Robert E. Lee concludes in his 134-page report summarizing the controversial sessions over which he presided and heard more than 100 witnesses (Vol. 2:13 p3, et seq.). Herewith are key excerpts from his summary:

(1) "Chicago TV stations, in varying degree, do make a genuine, and, in general, reasonable & adequate effort to determine the needs & interests of the local residents in the area of local live programming."

(2) "In general, the civic & charitable organizations are happy with the treatment they receive, as are the educators, and local, state, and Federal Govt. organizations. The areas of controversy center, in the main, about the treatment accorded local religious groups, racial & social problems, and local talent."

(3) Regarding presentation of religious programs: "It is our view that any misunderstandings that heretofore existed were the result of inadequate communication between the parties." But Lee said he wouldn't comment on merits of complaints. Negroes' complaint of inadequate treatment of racial problems, he said, are also acknowledged without passing on merits. His job, he stressed, was not to "adjudicate."

(4) Re local talent: "The fact of life is that such talent, today, is generally resident in either New York or Hollywood. . . . Nonetheless, this is not a complete excuse for a failure to provide some reasonable local live program medium to develop local talent."

Lee summarized his view of such hearings in general: "On careful reflection, we are persuaded that this kind of hearing is constructive, necessary & desirable, and that the Commission should, on a limited basis, from time to time, engage in further such inquiries in typical test markets of different kinds, e.g., 2-station markets, intermixed uhf & vhf markets, non-network affiliate areas, etc."

Procedure can be improved, Lee said, by providing more time between announcement of hearing and its start; by asking public witnesses to submit statements in advance so that "provocative or controversial" representatives can be selected, others simply supplying exhibits; by having broadcasters take stand immediately after public witnesses.

Problem of local-live programming, Lee said, is clear in network-owned stations, probably is same for other multiple owners or "even a single station owned by a corporation with non-resident top management." This is matter of "local autonomy" of resident manager.

"Even in circumstances where he theoretically has authority to pass up network programs in favor of local programming, it seems clear that he seeks advice & guidance, if not clearance, from the N.Y. headquarters. Whether he seeks an OK from N.Y. either because he has to, or because he wants reassurance on a voluntary proposal, it is equally clear that N.Y. management, as often as not, turns down local programming in favor of its network programs. The joinder, in one organization, of network program production & sales, and owned & operated stations, with their conflicting interest & desires resolved by a top level management echelon, it seems, raises a basic conflict in interest problem." Carrying networks programs by o-&-o's, Lee said, means more profit to stations & networks, helps keep sponsors sold, gives good example to affiliates. He suggested "further thought and resolution" of problem by FCC.

COLLINS BLASTS 'CENSORSHIP SCAPEGOAT': Irresponsible broadcasters who hide behind cries of "censorship," blame govt. for all industry ills, again were targets of NAB Pres. Collins.

Speaking before N.C. Assn. of Bcstrs. in Charlotte last week, he unleashed some of his strongest language to date. "A few broadcasters have sold a lot of broadcasters a myth," he said, which "profits those who peddle it by diverting attention away from their own shortcomings or selfish motives."

Collins asserted that there's always possibility of "unwarranted govt. intervention;" that he & NAB resist such efforts by "every honorable means"; that "NAB has never been more respected."

"By swallowing the myth," he said, "that all their troubles stem from a meddlesome govt, and everything wrong would go away if the govt. would, the responsible broadcaster plays right into the hands of his irresponsible competitor.

"And when the apologists for the irresponsible broadcaster becomes the loudest of the scapegoaters, and keep up a drumfire of opposition to any and all govt. expressions of concern, or send down thunderbolts of pious incantations in the name of freedom of broadcasting, the vicious circle is only accelerated and freedom further endangered."

Foregoing is good sample. Collins was back on a favorite theme.

NCTA CONVENTION—MORE STRENGTH, MORE SUBSTANCE: It's been intriguing to observe & report development of community antenna industry since its inception in about 1948—but it's particularly interesting to observe what has happened in last year or so, as National Community TV Assn. starts 11th annual convention in Washington's Shoreham Hotel today.

To much of TV industry, CATV was long considered a vague backwoodsy sort of deal—serving a few remote hamlets here & there during TV's long 1948-52 freeze when few new stations were built.

As systems gained strength, bringing more & more signals to larger & larger communities, and TV stations began moving into smaller & smaller communities—some conflicts developed. Stations sought protection from govt. CATV fought federal regulation—in fact beat it by one vote in Senate. Then, CATV sought to resolve conflicts at local level, to keep govt. out of it. To large extent, they've succeeded—but specter of govt. regulation remains. FCC continues to seek certain controls, asserting that CATV can sap economic strength of stations, jeopardizing outlets of local expression.

But look at industry now. NCTA's dynamic Pres. William Dalton puts it thus:

"The industry has put its house in order. There's no need for 'protection' through legislation. There will be a significant number of prominent telecasters at the convention, not only welcoming our systems which broaden their service but actually entering ownership & operation of systems.

"I think the speakers we have indicate the growing stature of the industry—Rep. Harris, Sen. Byrd, Tad Reeves of KDKA-TV, a panel of distinguished educators.

"I think there is real meaning in the theme of the convention—'Challenge of Change—The Decade Ahead.' I believe there will be tremendous changes, more noticeable than in any other industry."

Latest substantial telecaster to enter CATV is G. Richard Shafto, exec. vp of WIS-TV Columbia, S.C. & WSFA-TV Montgomery, Ala. One of telecasting's most respected pioneers, he heads Trehan Co., holder of CATV franchise in Myrtle Beach, Conway & Georgetown, S.C.

ALL-CHANNEL BILL—ALMOST HOME: All-channel-set bill is almost law, now that Senate has passed it. It awaits only House agreement with amendment giving FCC power to control quality of uhf tuner performance; no trouble is anticipated there. (Incidentally, newspapers have been calling amendment "minor," which it isn't, of course. It's almost guts of the law.)

As we indicated earlier (Vol. 2:20 p1), we have learned of FCC's intentions regarding uhf quality-control. Commission has no plan to try to dictate absolute tuner performance figures—on noise & sensitivity. Rather, it plans to establish ratio between vhf & uhf performance in same set. Thus, manufacturer couldn't put good vhf tuner & poor uhf tuner in same receiver—but he could produce set with poor performance on both bands. Commission considers this fair approach, also effective—because set makers must be competitive in vhf receptivity.

Commission will have to go through rule-making procedures, as outlined earlier (Vol. 2:21 p2), and it's expected that manufacturers won't be required to shift over to all-channel production for couple years.

Senate floor discussion didn't add much. Sen. Pastore (D-R.I.) repeated hopes for the bill; Sen. Cotton (R-N.H.) again said he feared precedent of federal control of products unconnected with safety, health or morals, was joined by Sen. Hruska (R-Neb.). Pastore argued that bill will help education, protect a natural resource. Sen. Dirksen (R-Ill.) submitted amendment to prohibit deintermixture, but withdrew it, accepting Pastore's assurance he could rely on FCC's word that it wouldn't demix without informing Congress of plans.

Anticipating new law (and showing nice timing), Texas Instruments announced development of transistorized uhf tuner design with 7-9 db noise figure over whole 470-890-mc band—with conversion gain of 3 db at 470 mc, ranging to 8-9 db at 890 mc. TI doesn't plan to make tuners, offers design data to all comers.

FCC's N.Y. uhf project chief Arnold Skrivseth told us he hadn't heard of TI tuner, said: "Sounds like a worthwhile development. But we have to know about costs and manufacturing difficulties. That's the trouble with the German tuners, for example. They're good, but manufacturers don't think they can make them by machine."

CRAVEN SEES NO DIRECT TV SPACECASTING ON HORIZON: Telecasts direct from satellites to homes will be long time in coming, if ever, FCC Comr. Craven predicted in speech to U. of Washington School of Communications last week. In fact, it's not really necessary, he opined, because there are much cheaper methods of worldwide telecasting. Thus, he agrees with most engineering judgments (Vol. 2:19 p3).

Craven stressed that he wasn't referring to space telecasts relayed by ground stations, only to direct satellite-home transmissions. Among drawbacks to latter: (1) Lack of frequencies (most space below 10,000-mc already allocated). (2) Prohibitive costs—satellite transmitters would require estimated 15 to 1,000-kw power; cost of system could run over $1 billion. (3) Inadequate vehicles—U.S. doesn't have booster capable of putting even 15-kw transmitter in required orbit. (4) Doubtful foreign interest—Olympic games occur every 4 years, British coronations average "0.098 per year," Presidential elections come every 4 years. Aside from these, Craven pointed out, foreign viewers probably would prefer to watch delayed telecasts rather than live ones at inconvenient hours.

PRODUCT PROTECTION PROBLEM (CONT.): "Let's leave things as they are"—this seemed to be rallying cry of larger station groups last week who had so far avoided locking horns with Ted Bates and Benton & Bowles on simmering question of nighttime spot product protection (Vol. 2:24 p3).

Fence-straddling policy statement was made by Storer Bcstg. Co. TV vp Bill Michaels which seemed designed to make friends with everybody. Storer, said Michaels, planned "no immediate changes" but "will consider any reasonable qualification in area of product protection." Further, Storer "respects agency's right" to seek competitive spacings, but feels it's "the right of stations to accept or reject such conditions."

Problem had no "simple, chronological" answer, he concluded—although Storer tried to maintain a 15-min. separation (which was what Bates had asked for in first place). Storer statement was in form of letter to Ted Bates Sr. vp for Media Edward A. Grey.

Agreeing with Storer position that major station groups do adequate job of policing product separation was RKO General Dir. of Natl. Sales Don Quinn, who told us: "RKO General stations plan no change in present policy, largely because we feel we exceed the usual request for 15-min. separation. We've contacted all our TV managers, and they tell us the 15-min. policy is being observed. We acknowledge such protection in agency spot contracts, when asked. The whole thing is muscle-flexing on part of a few large agencies."

Another no-policy-change statement came late last week from ABC-TV National Station Sales, which reminded Ted Bates that ABC-owned stations long had policy of "15-min. separation from products competitive in the stations' judgment." Exceptions would continue to be made, ABC-TV said, with "announcements separated by programs of less than 15 minutes" and with announcements in dramatic shows or feature films which may appear within 15 minutes "due to plot construction or story development."

It wasn't really clear whether several other large TV station groups (notably Corinthian, Triangle, and CBS National Sales) had: (1) Decided finally to line up with Westinghouse Bcstg. Co. in refusing to guarantee nighttime product protection. (2) Decided to go along with the Bates-B&B demands for firm protection. (3) Decided to play it down the middle.

Major threat to stations in form of retribution from agencies was still economic. Bates originally let WBC know it planned to yank some $2 million in spot TV from Westinghouse unless WBC was willing to meet Bates' demands. WBC said no, and Bates began cancelling several contracts. However, even threat of Bates is a bit diluted. WBC's TvAR last week delightedly pointed out that one Bates cancellation (American Home Products) was promptly bought by a less-fussy Bates client (Carter Products).

Standing on sidelines, apparently feeling argument may blow itself out, are leading TV industry trade organizations. TvB, for example, originally planned to comment publicly on situation, changed mind, now plans only to confer with groups like 4-A. Other trade groups in N.Y. last week declined direct statement.

CURRENT CAPSULES

Customary raking over FCC & FTC by House Appropriations Subcommittee is disclosed in transcript of hearings released last week. In Feb. 22 session, FCC was busy defending deintermixture proposals, pleading for all-channel bill. On Jan. 26, FTC had hands full of irritated congressmen who complained about FTC's time spent on shaving, sandpaper and "puffery"—instead of deceptions affecting health. Subcommittee hasn't yet indicated how their budgets fared. If you've never read these give-&-takes, you—or students in the family—might get kick out of them. Ask your Congressman for transcript of hearings on "Independent Offices Appropriations for 1963." It includes many agencies, runs mere 3 volumes, several thousand pages—free.

———■———

Charges that TV exports tarnish U.S. image abroad were pooh-poohed by NBC Chmn. Robert W. Sarnoff last week. Speaking at luncheon of Philadelphia USO, which presented annual Liberty Bell Award to NBC's WRCV-TV & WRCV there, he cited USIA overseas survey showing U.S. programs more helpful than harmful in creating favorable attitude toward U.S. "Harsh, highly publicized" estimate of TV by Americans, rather than actual programs sent abroad, is actual cause of medium's injured reputation, Sarnoff declared.

Some big-league agreements to end legal conflicts are getting slow & careful study by Commission. Grant of Ch. 6 Miami to Coral TV Corp., instead of South Fla. Amusement Co. which had been scheduled for CP (Vol. 2:24 p6), was postponed by Commission pending further examination. Tortuous Indianapolis Ch. 13 case has a new twist. Crosley has been operating WLWI since 1957, but after much litigation FCC decided channel should go to original competitor WIBC. Last week, stations came to Commission with agreement whereby Crosley keeps WLWI but sells its WLWA Atlanta to WIBC principals for $2,941,000, plus $379,000 for land & buildings, plus $100,000 for WIBC's litigation expenses. In Norfolk, where WAVY-TV (Ch. 10) has long been under attack by losing applicant Beachview Bcstg., combatants told Commission they've agreed to settle through WAVY-TV's payment of $100,000 for Beachview's expenses.

■

Simultaneous pay-TV tests are favored by FCC, so speculation is that it will strive to avoid hearing on Denver experiment, despite theater groups' demand for one last week. It's expected Commission will dispose of conflict—rejecting or scheduling hearing—before August recess. One thing certain: FCC will avoid hearing if it possibly can. Denver Committee Opposed to Pay TV, comprising local exhibitors, filed 27-page petition insisting Teleglobe-Bartell plans for KTVR test are so fuzzy that Commission must deny outright or get more information in a hearing. Among exhibitors' claims: system is "radically different" from Zenith's; program plans are extremely vague; no technical field testing has been conducted; licensee will have scarcely any control of programming; basis for phone company rates isn't disclosed; costs & revenue figures are deficient, so financial qualifications of franchise-holder can't be weighed.

■

New TV code monitoring system will include analysis of station master logs in addition to taped off-air monitoring, NAB announced after Seattle Code Board meeting. Code Authority Dir. Robert D. Swezey said monitoring hasn't been wholly satisfactory because all stations aren't included, and hiring of outside firms to check on broadcasts regularly is too expensive. Code Board conceded that voluntary submission of logs will be burden for some stations, but declared: "Principle of self-regulation . . . must transcend considerations of personal inconvenience."

■

Transcontinent TV Corp., inadvertently omitted from report of first-quarter performance of broadcast entities (Vol. 2:24 p1), had sales of $3,740,000, net income after taxes of $395,684, during quarter ended March 31. This compares with $3,809,000 & $271,553 for the first 1961 quarter. The 1961 sales figures included revenues from WROC-TV-FM Rochester, sold later in year. Pres. David C. Moore said he also expects "favorable results" in 2nd quarter.

■

Possible solution to approaching shortage of ETV channels was demonstrated at Plainedge, N.Y. last week as Adler Electronics previewed 2,000-mc closed-circuit network of 8 schools (Vol. 2:21 p4). System uses 10-watt transmitter with bi-directional antenna, with converters to translate signal to vhf for schoolroom sets. FCC is readying rule-making to open up 2,000-mc band for ETV. For detailed description, write Adler, 1 Lefevre Lane, New Rochelle, N.Y.

Catch 'em while sneezing is national marketing mission of unique TV saturation campaign by Pharmacraft Labs to launch Allerest, new anti-allergy tablets. In 4-day period starting Aug. 11, Pharmacraft will sponsor no less than 3 hour-long specials on ABC-TV at total of more than $500,000. Program purchase, which many advertisers would be content to spread over 52 weeks rather than 4 days, is timed to coincide with blooming of ragweed in U.S. and peak of hay fever season. Said Mauri Edwards, Pharmacraft mktg. vp: "By Wednesday, Aug. 15, we think our point will have been made." Specials include new one-man-show starring Shelley Berman, re-runs of "Invitation to Paris" and "The Bing Crosby Show." Sponsor also schedules participations in 12 regular ABC-TV shows.

FCC's consideration of multiple-ownership rules, due shortly (Vol. 2:23 p3), will weigh this idea among others: require owner with full complement of stations to sell one before he asks FCC to approve purchase of another. Currently, he can get FCC approval of a purchase contingent on sale of an outlet. If adopted, new practice would be similar to one regarding filing of applications for new stations. Commission won't accept application from licensee holding full bag of facilities; he must get rid of one station first.

Sales approved by FCC: KCKT (Ch. 2) Great Bend, Kan., KGLD (Ch. 11) Garden City, Kan. & KOMC (Ch. 8) McCook, Neb., from Central Kansas TV Corp. to KARD-TV Wichita, for $1,037,500.

Personals

Mortimer Weinbach, ABC vp & gen. counsel, named to NAB TV Board, replacing ABC Washington vp **Alfred R. Beckman**; Robert R. Pauley, ABC Radio pres., succeeds Weinbach on NAB Radio Board.

A. Frank Reel, Ziv-UA business affairs vp, N.Y., nominated Democratic candidate for U.S. Representative from N.Y.'s 25th district. . . . **Jean Richter**, Radio Liberty equipment control dept. mgr., elected AWRT N.Y. chapter pres.; **Aileen Paul**, outgoing pres., named to board.

Seymour Eaton named WJBK-TV Detroit gen. sales mgr. . . . **William T. Wagner**, ex-WJZ-TV Baltimore program mgr., named WKBW-TV Buffalo program dir. . . . **Mark O. Gautier, Jr.** promoted to KMTV Omaha news dir.

Zachary W. Land, gen. sales mgr., WHYN-TV-AM-FM Springfield, Mass., also named asst. gen. mgr.; **James A. Kontoleon**, WEEK-TV Peoria program dir., named to similar post at WHYN stations.

Jack Begon promoted to ABC News European Producer, Paris . . . **Leonard Traube**, WCBS-TV N.Y. information services & advertising dir., resigns . . . **Roger O'Connor**, ex-Katz Agency, named Bolling TV sales vp; **Richard G. Koenig**, ex-Mutual, radio sales vp.

Ralph Jackson promoted to WAVE-TV Louisville station mgr.; **Woodford H. Dulaney Jr.**, to similar post at radio WAVE; **Houston D. Jones** to WAVE-TV commercial mgr., succeeding Jackson; **George W. Norton IV**, WAVE Inc. secy.-treas., also named research & development dir.

Robert T. Mason, radio WMRN Marion, O., appointed NAB representative, American Council on Education for Journalism . . . **Eugene McCurdy**, ex-WBAL-TV Baltimore sales mgr., named radio WFIL Philadelphia commercial mgr. . . . **Richard F. Ahles** promoted to WTIC-TV-AM-FM Hartford information dir.

Robert E. Leach, ex-WSPA Spartanburg engineering dir., named WTSP-TV Tampa-St. Petersburg technical dir.; **Pat McLaughlin**, ex-WSFA-TV Montgomery, Ala., named engineering supervisor . . . **John L. O'Brien** promoted to MGM-TV Latin American sales mgr. Mexico City, a new post.

John O. Downey promoted to radio WCAU Philadelphia vp & gen. mgr., succeeding **Thomas J. Swafford**, resigned to buy Albuquerque radio station . . . **Joseph V. Richardson**, KTVF Fairbanks advertising mgr., appointed to Small Business Administration's Small Business Advisory Council.

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Second Washington "Hotelevision" system, in Shoreham Hotel, went into operation June 15. System is headed by Martin Malarkey, is similar to his operation in Sheraton-Park (Vol. 2:8 p2). Service operates on Ch. 2, 8 a.m.-8 p.m. daily, telecasting filmed "Capital Preview," will also provide live coverage for conventions. Malarkey reports considering microwave linking of hotel systems for special events.

Proposed FCC allocations changes: (1) Shifting Ch. 7 from Jamestown to Bismarck for ETV use. (2) Changing WLYH-TV's Ch. 15 from Lebanon to Lancaster-Lebanon, Pa.

Fine of $1,000 has been levied by FCC against KOLS Pryor, Okla. for repeated illegal pre-sunrise operation.

Battle over portable video tape: Ampex last week filed $2-million damage suit against Mach-Tronics Inc., Mountain View, Cal., after latter firm announced it would market $10,000 portable TV tape recorder. Ampex charges that Mach-Tronics and some of its personnel "obtained & unlawfully disclosed" Ampex trade secrets, and seeks to restrain Mach-Tronics from using those secrets. Portable recorder, as announced by Mach-Tronics, occupies 2.3 cu. ft., weighs less than 100 lb., includes 8-in. video monitor, using 1-in. tape to record hour of programming on 10½-in. reel. Designed for closed circuit, picture reportedly isn't of broadcast quality.

Six Month Floor Wax really ain't, FTC examiner ruled in initial decision against Continental Wax Co., Mt. Vernon, N.Y. Examiner John B. Poindexter decided "Six Month Floor Wax," alias "Continental Grip-Kote," won't give "effective coating of wax on the average household floor for a period of six months," as company claimed in TV and radio commercials. Company contended claim is valid because directions on can note that floor may need rebuffing with diluted wax solution in less than 6 months. Poindexter rejected this because company didn't say so in commercials. In addition, he found, even re-buffing doesn't always remove dirt and scuff marks.

Communications tax of 10% would be clearly eliminated from several TV services under amendments to HR-11879 approved by Senate Finance Committee last week. Amendments would exempt from tax, after July 1, private line telephone, private line teletypewriter, closed-circuit TV, ETV, CATV, Telpak. CATV operators have long had doubts about applicability of tax, and most haven't been paying it. Those who have paid, did so under protest, didn't collect it from subscribers.

NAB editorializing committee members appointed by Pres. Collins: Daniel W. Kops, radios WAVZ New Haven, Conn. & WTRY Albany-Troy-Schenectady, chmn.; Frank J. Abbott Jr., radio WWGP Sanford, N.C.; Frederick S. Houwink, WMAL-TV Washington; John F. Dille Jr., WSJV-TV Elkhart, Ind.; Rex G. Howell, KREX-TV Grand Junction, Colo.; A. Louis Read, WDSU-TV New Orleans; George Whitney, KFMB-TV San Diego.

Sale of 2 CATV systems announced by Daniels & Assoc.: Community Aerial Systems, Mineral Wells, Tex., serving 1,300, was purchased from John Campbell & Kenneth Durant by Bob Magness, Bozeman, Mont., and Maurice Nixon, Cisco, Tex. Colville Video Inc., Colville, Wash., with 900 subscribers, was sold to Frank Reardon, Butte, Mont., by Bill Baker.

Tough decisions, which may disappoint some people, will have to be made in spectrum management. That's essence of speech by Dr. Irvin Stewart, Dir. of Telecommunications Management, Office of Emergency Planning, before Armed Forces Communications & Electronics Assn. convention in Washington last week.

TV led all media in ad revenue gains during first quarter 1962 over same 1961 period, according to *Printers' Ink*. Spot TV was up 17%, network up 14%. Business papers showed 9% increase, network radio 5%, newspapers and general monthly magazines 3%.

Senate tribute to Ed Sullivan on his 14th anniversary in TV was offered by Sens. Javits (R-N.Y.) and Kefauver (D-Tenn.). "In this period of television's 'vast wastelands,'" Javits said, "Ed Sullivan has consistently presented a program that certainly cannot be included in this generalization."

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

MANUFACTURERS' LIST PRICES ON WAY OUT? Always-touchy issue of manufacturers' list prices and was-is & similar comparative-price advertising by retailers developed new sensitivity last week with (1) announcement by Westinghouse that it is dropping use of list prices on houseware products and (2) notification by N.Y. Better Business Bureau to retailers in its area to cease by today, June 18, use of "list price," "suggested list price," and "catalog price" in ads & point-of-sale displays. Action on national level to rid brown goods & appliance industry of unfair ad practices is slated to come this week from National Better Business Bureau.

NBBB is readying appeal to manufacturers & its member groups to follow lead of N.Y. BBB. NBBB Pres. Kenneth B. Willson told us last week that appeal is in preparation and likely would be ready for release this week. Intensified action by NBBB & local BBBs, coupled with increasing punitive steps by Federal Trade Commission, may well influence drastic changes in traditional price & ad policies of TV & appliance manufacturers in not too distant future.

Although Westinghouse's abandonment of suggested list prices applies at present only to housewares, consumer products vp Chris Witting Jr. told us "we are also evolving procedures that will affect other product lines, including TV and radio."

Action by NBBB represents no change in policy, Willson told us. It's an intensification of "our consistent policy of recommending to appliance dealers that they abandon fictitious pricing & advertising." N.Y. BBB Pres. Hugh R. Jackson also made clear that BBB has no objection to a retailer advertising price reductions from his own bona fide selling price. Neither is there objection, he said "to the advertising of a comparative price with an appropriate description other than 'list price,' etc., where the advertiser can clearly substantiate that the comparative price is based upon usual & customary prices of merchandise generally available in the trade area."

Big question, if manufacturers agree to drop list prices, is what substitutes they'll offer. There are clues already that TV-appliances makers would adopt "less than $____" ad technique pioneered by Eastman Kodak. Westinghouse's Witting, for example, told us "we will suggest such terminology as 'should sell for less than' in ads for portables & other housewares." At least one other major TV & appliance manufacturer has told us it is studying similar approach.

Will manufacturers generally abandon list prices? NBBB's Willson said that "in the past we have found manufacturers reluctant to do so." BBB's Jackson noted, however: "It is clear that there has been a considerable decrease of public representation by manufacturers and I think that we will see a substantial decrease if not complete elimination in a period of time on the part of manufacturers."

What happens if industry does drop list prices? One leader told us "it will wreck the machinery of retailing." Another savvy consumer products executive said "it could be the great spur to national fair trading." For look at actual case history, we spoke with BBB in Pittsburgh, where there's been general elimination of list prices for nearly 3 years.

"There were squeals at first, particularly from the big discount houses, when we began implementing the FTC's guide rules on comparative advertising some 3 years ago," Pittsburgh BBB assistant gen. mgr. J. K. Orr told us. "These dealers argued that comparative prices were necessary to guide consumers in identifying merchandise. Today, these same dealers tell us they are enjoying just as much, if not more, business. We have many dealers who don't use any comparative prices at all." Orr pointed out that "it took us a while to get

some of the discount stores to go along, but we're at a point now where some of the largest now use no comparatives at all." He noted "real good cooperation" by Pittsburgh dealers, said "situation here has really improved" to everyone's benefit. There are still some dealers who don't understand they are violating FTC rules by comparative advertising, he added, but "they have to be educated."

BBB can educate & also show its teeth. Orr told us that his group is prepared to take punitive action where necessary. "If abuses should continue," he said, "and we have exhausted every other means, we can —and will—prosecute by presenting the facts to the FTC or the local district attorney. In such cases, the BBB acts as a friend of the court."

Bolder action by BBB groups stems in part from FTC's own increasing punitive action against violators and by court actions. NBBB's Willson said "it has now become abundantly clear that fictitious pricing is unlawful. This was emphasized as recently as last April when the U.S. Supreme Court refused to review a ruling of the U.S. Court of Appeals which affirmed the FTC's guide rules on comparative advertising."

To cries that demise of suggested lists will deprive consumer of invaluable guide, Willson points out that "the consumer will have the most reliable guide of all—the dealer's price." He added: "Elimination of list prices doesn't eliminate competition. There can, and does, exist a variation of prices among competitors of the same products. The value to the consumer is that these variations are not from a list price foreign to the given trading area but from the actual going selling prices in that area."

Perhaps most cogent comment came from one industry executive who said: "Maybe this industry had better face the fact that FTC means what it says about comparative-price advertising."

HOME ELECTRONICS FINDS A SHOWCASE: At long last, there's an all-industry show for new TV-radio-phono lines. This year's Music Show—officially known as Music Industry Trade Show—will see displays by nearly all major factors in industry, and many minor ones.

Music Show has been increasing in importance to consumer electronics industry in recent years as lure of Home Furnishings Markets at Merchandise Mart (now in progress) began to pale for TV-radio-phono makers. This year, on occasion of Show's triennial visit to N.Y. next week (June 24-28), big effort has been made by sponsor National Assn. of Music Merchants to make conditions attractive to electronics exhibitors.

TV-radio-phono-recorder-record exhibits no longer are wedged in between sousaphones & slide trombones. Electronics products will occupy entire N.Y. Trade Show Bldg., while musical instruments & related merchandise will be displayed at Hotel New Yorker across street.

Important added consumer-electronics attraction will be EIA's all-day symposium June 26, on general topic, "What's Ahead for Consumer Electronics?", specifically treating ETV, color, radio & phonos (Vol. 2:22 p9), with all-star industry cast.

Among U.S. TV-radio-phono manufacturers exhibiting at Trade Show Bldg. to an expected 11,000 attendees: Admiral, Arvin, Bell Sound, Capehart, Fisher, GE, Glaser-Steers, Hoffman, Magnavox, Motorola, Olympic, Packard Bell, Philco, Pilot, RCA, Ravenswood, Steelman, Sylvania, Symphonic, Tele-tone, VM, Waters Conley, Webcor, Westinghouse, Zenith.

Foreign manufacturers & importers to be represented include BSR, Clairtone, Continental Merchandising, Delmonico, Electrohome, Kane-Mark, Majestic, Matsushita, Petely, Realtone, Saba, Samson, Sony, Star-Lite, Sumitomo, Superscope, Uropa, Videola Erie.

TV SALES LAGGED BEHIND '61 IN MAY: For first 4 months of this year, TV-radio have had unblemished record—every month, distributor-to-dealer sales have been ahead of corresponding 1961 month. Preliminary reports indicate that trend didn't extend into May for TV, and that radio's advance over '61 was slight.

This isn't alarming. It wasn't hard to beat 1961's first-quarter showing in TV. But you'll remember that TV's upturn last year began in April, with near-record retail sales for month, and this good sales pace continued, to salvage what promised at first to be pretty dismal year.

On other hand, 1962 started out like house afire, with distributor sales running 15% ahead of 1961 in January, 22% ahead in February and 16% ahead in March. Official EIA figures, released last week, indicate

TV sales were 4% ahead of corresponding 1961 month in April. Unofficial indicators show May distributor sales down approximately 11%—or about 310,000 sets vs. 350,000 in May 1961. For January through April, EIA figures show distributor TV sales running about 15% ahead of last year.

Radio sales have also soared this year—even over record 1961, running 19% ahead in January, 9% ahead in February, 7.5% ahead in March—and then a surprising 17% ahead in April, possibly due to price reductions on domestic transistor radios. Unofficial industry reports for May show 2% advance over May 1961 —or distributor sales of about 800,000 units compared with 735,000 one year earlier. For 4 months, radio sales were 13% ahead of 1961.

Phono sales have lagged 1961 for 3 out of 4 months, although not badly, after slow January start (23% behind Jan. 1961). February distributor sales of phonos were 9% behind 1961, March 3% ahead, and April 9% behind, for 4-month total about 10% below last year.

Crucial period is now ahead for TV-radio-phono industry. Much, of course, depends on general business conditions. What effect will stock market slump have on consumer buying? Is slump indicative of coming slowdown in economic activity? On more specific industry front—how will public take to new TV & phono models, with their more attractive packaging & pricing?

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EIA's 4-month production figures indicate uhf output is 105% higher than 1961—much of this believed due to anticipation of more public demand for uhf sets. FM set output is 40% over last year, and car radio production is up 47%, apace with increase in auto sales.

Here are EIA's 4-month distributor sales & production figures for TVs, radios & phonos, arranged with handy 1961 comparison statistics:

TV-RADIO DISTRIBUTOR SALES

Month	TV		Radio (excl. auto)	
	1962	1961	1962	1961
January	465,836	403,570	562,869	471,518
February	521,275	428,705	697,893	640,379
March	580,876	500,597	917,236	853,197
April	364,742	347,800	809,499	672,756
TOTAL	1,932,729	1,680,672	2,987,497	2,637,850

TELEVISION PRODUCTION

Month	Total		UHF	
	1962	1961	1962	1961
January	488,869	367,935	39,609	25,270
February	541,494	444,418	46,715	24,514
March	659,251	497,458	48,323	21,450
April	510,587	405,808	51,107	19,095
TOTAL	2,200,201	1,715,619	185,754	90,409

RADIO PRODUCTION

Month	Total		Auto Radio		FM	
	1962	1961	1962	1961	1962	1961
January	1,350,630	1,090,073	530,589	387,136	76,510	50,421
February	1,464,797	1,115,029	480,232	307,973	84,216	41,357
March	1,810,417	1,384,050	607,510	384,227	81,010	75,044
April	1,472,654	1,124,924	519,296	375,570	63,193	51,260
TOTAL	6,098,498	4,714,078	2,137,627	1,454,906	304,929	218,082

PHONO DISTRIBUTOR SALES

Month	1962			1961		
	Mono	Stereo	Total	Mono	Stereo	Total
January	48,423	171,305	219,728	74,881	211,268	286,149
February	50,563	188,857	239,420	54,097	210,365	264,462
March	60,206	236,051	299,257	59,290	231,021	290,311
April	54,615	146,577	201,192	48,532	173,585	222,117
TOTAL	216,807	742,790	959,597	236,800	826,239	1,063,039

PHONO FACTORY SALES

Month	1962			1961		
	Mono	Stereo	Total	Mono	Stereo	Total
January	68,545	191,014	259,559	80,366	211,383	291,749
February	52,566	202,846	255,412	50,710	204,638	255,348
March	60,991	237,492	298,483	62,396	227,469	289,865
April	45,152	137,950	183,102	53,074	152,974	206,048
TOTAL	227,254	769,302	996,556	246,546	796,464	1,043,010

Philco has established National Philco Distributor Council (Vol. 2:18 p9) and plans "immediate establishment" of regional dealer councils in each of its 6 sales regions. Distributor Council will hold initial meeting early next month, will meet at least 3 times yearly. Dealer councils will hold first sessions this fall, meet at least twice a year. Named to National Distributor Council: Don Farquhar, Piedmont Distributors, Baltimore; Steve Demchyk, Luckenback & Johnson, Allentown; Frank Lyons, Roskin Distributors, Albany, N.Y.; Frank Cowan, W. Bergman Co., Rochester, N.Y.; Cy Shobe, Shobe Inc., Memphis; Buddy Dixson, Brown-Rogers-Dixson Co., Winston-Salem; Garland Medaris, Medaris Co., Dallas; Randolph Reed, Reed Co., Beaumont; Bud Sunderlin, Radio Equipment Co., South Bend; Larry Wheeler, Hardware Products Co., Sterling, Ill.; Ed Bonnet, Graybar Electric, Los Angeles; Harry Ahlstrom, Strevell-Paterson Hardware Co., Salt Lake City. Dealer Council members will be announced later.

Charges of conspiracy to fix prices of TV repairs were leveled at Brooklyn (N.Y.) Radio & TV Servicemen's Assn. by N.Y. attorney general Louis J. Lefkowitz. He asked Kings County Supreme Court for permanent injunction against Association's activities, which, he said, have boosted cost of home servicing of TV sets by at least 25%.

New plants & expansions: Motorola will begin construction immediately of a $3-million, 172,000-sq.-ft. addition to Phoenix, Ariz. semiconductor manufacturing plant. Major portion of added space will be used for production of diodes, rectifiers, high yield transistors, integrated circuits.

Electro-Voice has been approved for listing on American Stock Exchange.

MORE NEW LINES—EMERSON, DU MONT: New-line parade continued last week with showing of all Emerson products—Emerson, Du Mont, Telectro & Granco—to distributors & licensees in Miami Beach.

Emerson TV prices are similar to 1962 line, beginning with hold-over 17-in. portables at $129.95 & $139.95, continuing in 19-in. sets with $10 step-ups to $169.95. Consoles run from $199.95 to $299.95 as last year, with 23-in. table model now deleted from line. Added to line is 27-in. lowboy without list price. Combinations (all 23-in.) begin at $379.95 vs. $398 in last year's line, with last year's 19-in. combo deleted. Two of the 3 combos—both with open list—have built-in FM stereo. Single color console is continued at $750. Most TVs are available in all-channel models at $20-$30 additional.

Emerson portable phonos begin at $19.95, with stereo portable at $59.95 and 4 stereo consoles beginning at $149.95. Radio line is held over virtually intact.

Du Mont line starts with 17-in. portable at $149.95. Console prices begin lower than last year, with 23-in. sets starting at $249.95 (ex-$299). Where models have been carried over, some prices are $40 lower than year ago. Hold-over 27-in. console has been reduced from $475 to $399.95. Featured in line are six 23-in. TV combos, now starting at $595 (combos last year started at $750), and 2 new 27-in. combos at $895. Line continues to carry 3 color sets at $795. Du Mont has 6 console phonos, all including FM stereo, ranging from $279.95 to $550.

Telectro tape recorder line features "new styling concept" of furniture design, to bring recorders out of closet and into living room as part of home-entertainment furniture. The 8-recorder line is priced from $79.95 to $399.95. Granco line of stereo radios & FM radios adaptable to stereo is being held over intact.

TV-RADIO PRODUCTION: EIA statistics for week ended June 8 (23rd week of 1962):

	June 2-8	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	116,694	107,335	124,307	2,905,102	2,399,085
Total radio	358,716	289,390	322,858	8,159,351	6,517,767
auto radio	150,091	94,391	101,224	2,887,325	2,068,771

TOPICS & TRENDS

Numbers Game Dept.: This week's exercise in ratio & percentage comes from the 2 top leaders in TV sales, in inverse alphabetical order:

Zenith Sales Corp. Pres. Leonard C. Truesdell reported orders placed at Chicago sales convention for TV-radio-stereo were 25% higher than record orders at 1961 convention. Second-quarter shipments are at record levels, he said, and this month promises to be biggest June in Zenith history. Stereo phono & combo orders are more than double last year's figure, and b&w TV orders have set new record.

RCA Sales Corp. marketing vp Raymond W. Saxon reported May home instrument dollar volume set all-time record for month and total for first 5 months of year was 2nd only to 1951. Color TV sales for first 5 months, he said, were about 140% ahead of last year, with distributor orders for color nearly triple those of year ago. B&w TV unit sales set May record, radio unit sales set 6-year record, and phono dollar volume set all-time May record.

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Motorola has sold its Motorola Finance Corp. for $36 million cash to Associates Financial Services Corp., subsidiary of South Bend, Ind.-based Associates Investment Co. Motorola vp Edwin P. Vanderwicken said sale was made "to improve the financing service available to Motorola customers with no change in rates or terms, and at the same time to enable the parent corporation to devote itself exclusively to financing future expansion & diversification of its electronic product lines." Motorola Finance Corp. was founded in 1956. Its assets "exceeded $41 million at the end of 1961," Vanderwicken said. Associates has assets of $1.250 billion, operates 540 offices across nation.

Packard Bell established finance subsidiary Packard Bell Acceptance Corp. to finance dealer floor-planning in 13 Western states. Packard Bell consumer products vp Kenneth R. Johnson will also be president of the acceptance company.

Super-deluxe home entertainment center at $5,000 went on display at week's end in Sylvania's Merchandise Mart showrooms for opening of Chicago's International Home Furnishings Show. Unique set, in 85-in. wide hutch cabinet by Fancher Furniture, will be produced on custom-made basis. Cabinet contains: (1) 23-in. HaloLight TV set. (2) AM-FM tuner with FM stereo. (3) Stereo phono with Garrard changer, 6 speakers in sealed component-type cabinets. (4) Stereo tape recorder. (5) Automatic slide projector for 35-mm color slides with rear-projection system and 23-in. TV-like screen. (6) Master control panel to control all features of system with color-coded pushbuttons. (7) Space provision for closed-circuit TV camera—"optional at extra cost."

Industry color TV sales will total nearly 400,000 sets this year, rising sharply to 750,000 in 1963. This is prediction made by Admiral Chairman Ross D. Siragusa at New Orleans dealer meeting last week. He pointed out that next year's 750,000 color sets would be equal in dollar volume to nearly 2 million black-&-white receivers. He foresaw bright future for consumer products if "creative selling" is employed. Terming stock-market decline "a downward adjustment that has been long overdue," he said security prices may go even lower by fall, but "this does not indicate any basic weakness in our economy."

Market for recording tape will increase from present $65 million to more than $100 million annually in "next few years," principally as result of rapid expansion of home market, according to prediction of Reeves Soundcraft exec. vp Frank B. Rogers. Meanwhile, Record Industry Assn. of America announced it will compile quarterly statistics on factory sales of pre-recorded tapes (7½-in. per sec., reel-to-reel type).

Trend among importers of Japanese-made transistor radios has been to reduce prices to meet U.S. competition—a novel switch. Starting price for many imported sets with well-known names now is $14.95—but including carrying case, battery & earphone. Latest to join trend are ITT, Realtone, Petely (Hi-Delity).

Trade Personals

Allen W. Dawson, ex-TV bulb sales mgr., named TV dept. mgr. in reorganization of Corning Glass electrical products div. under vp-gen. mgr. **John L. Hanigan**, Division now has 3 product departments—TV dept.; electronics dept., headed by **Malcolm H. Hunt**, ex-electronic components dept. mgr.; lamp dept., under **Forrest E. Behm**, ex-division mfg. mgr. Other key posts in new TV dept.: **Joseph S. DeMaio**, departmental ad & sales promotion mgr.; **Oakes Ames**, mfg. mgr. who is succeeded as Albion, Mich. TV bulb plant mgr. by **F. Philip Hunt**.

Benjamin Abrams, Emerson pres., honored by Society for the Advancement of Management's C.W. Post College chapter for outstanding contributions to govt., business & community. Citation was read into *Congressional Record*.

T. W. Rainsberger, formerly responsible for merchandising of radios, phonos & housewares in Goodyear Tire's care & home merchandise dept., appointed to new post of special account executive, Symphonic Radio & Electronic, responsible for sales to premium buyers, stamp plans & special accounts.

Wallace R. Johnston, Clairtone Sound sales vp, establishes office at U.S. hq, N.Y.

Christian J. Goodman Jr. named Motorola Semiconductor Products sales vp.

Edison J. McGowan, ex-Motorola Finance Corp. vp-gen. mgr., named pres. of Associates Financial Services Corp. which has purchased Motorola subsidiary (see p. 10).

A. L. Champigny, one time GE tube dept. ad mgr., elected a vp of Maxon, Inc., N.Y. ad agency . . . **John W. Scheck**, ex-Beckman Instruments, named Du Mont Labs. electronic instruments mktg. mgr.

W. James Peterson named Sylvania tube div. field sales mgr. for equipment entertainment sales.

Factory sales of TV picture tubes in April increased slightly over year-ago volume to 758,539 units vs. 722,110. Dollar value, however, slipped to $14,253,425 from $14,293,375. The same pattern of units up, dollars down prevailed for year to date, EIA official report shows. For 1962's first 4 months, sales totaled 3,112,100 units valued at $59,403,191—compared with April-1961's 3,095,030 units at $61,844,969. Conversely, factory sales of receiving tubes gained in units & dollars for April and year to date. April receiving tube sales totaled 31,016,000 units at $25,838,000—up from 28,687,000 units at $24,392,000 a year ago. Jan.-April sales show 123,469,000 units at $104,211,000, compared with 117,468,000 at $99,203,000 in 1961's initial 4 months. Here are EIA's figures:

	Picture Tubes		Receiving Tubes	
	Units	Dollars	Units	Dollars
January	802,061	15,625,304	29,592,000	24,789,000
February	733,670	13,944,313	27,977,000	23,841,000
March	817,830	15,580,149	34,884,000	29,743,000
April	758,539	14,253,425	31,016,000	25,838,000
Jan.-April 1962	3,112,100	$59,403,191	123,469,000	$104,211,000
Jan.-April 1961	3,095,030	61,844,969	117,468,000	99,203,000

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Columbia Pictures	1962—9 mo. to Mar. 31	——	$ 2,127,000	$ 2,102,000[1]	$1.27	1,535,027
	1961—9 mo. to Mar. 31	——	56,000	1,673,000[2]	.98	1,449,030
Famous Players Canadian	1962—qtr. to Mar. 31	——	——	611,711	.35	1,737,072
	1961—qtr. to Mar. 31	——	——	545,742	.31	1,737,072
Houston Fearless	1962—qtr. to Mar. 31	$ 5,454,000	——	232,000	——	——
	1961—qtr. to Mar. 31	18,907,000	——	(4,301,000)	——	——
Lafayette Radio Electronics	1962—9 mo. to Mar. 31	18,975,813	——	478,143	.45	1,061,575
	1961—9 mo. to Mar. 31	17,572,778	——	594,750	.56	1,025,000
Republic Corp.	1962—6 mo. to Apr. 29	21,899,523	——	974,328	.32[4]	2,443,448
	1961—6 mo. to Apr. 29	14,216,265	——	1,275,010	.54[4]	2,004,190
Taft Bcstg.	1962—2 mo. to May 31	2,136,804	——	441,613	.28	1,578,893
	1961—2 mo. to May 31	1,774,327	——	321,018	.20	1,578,893
TV Industries	1961—year to Dec. 31	1,365,237	——	(4,125,799)[3]	——	1,015,758
	1960—year to Dec. 31	5,871,288	——	(2,424)	——	815,879
United Artists Story below.	1962—qtr. to Mar. 31	32,065,000[5]	——	916,000[5]	.53	1,729,473
	1961—qtr. to Mar. 31	26,965,000	——	879,000	.51	1,729,473
Universal Pictures	1962—26 wks. to Apr. 28	——	——	3,371,647	3.73[4]	887,790
	1961—26 wks. to Apr. 28	——	——	1,835,322	1.98[4]	888,390

Notes: [1] Includes profit of $413,000 (28¢ a share) on sale of land. [2] Includes profit of $1.6 million (98¢) on sale of land. [3] After non-recurring charges of $4.3 million—including $2.6-million provision for loss on film & film rights. [4] After preferred dividends. [5] Record.

Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
Clevite	Q	$0.35	June 28	June 18
CTS Corp.	Q	.12½	July 20	June 29
Collins Radio	Q	(Omitted June 6)		
Columbia Pictures	Stk.	2½%	July 30	June 29
Heli-Coil	SA	.30	June 25	June 18
Heli-Coil	Ex.	.10	June 25	June 18
ITT	Q	.25	July 15	June 22
Republic Corp.	Q	.15	Aug. 15	July 5
Sangamo Electric	Q	.18¾	July 10	June 18
Schlumberger Ltd.	Q	.15	Sept. 1	Aug. 15
Western Electric	Q	.90	July 2	June 20
Western Union	Q	.35	July 16	June 22

Metromedia expects 1962 profits to rise to more than $1.8 million on a sales rise of at least 10%. Company earned $1.2 million on $48.7-million sales in 1961. Pres.-Chmn. John W. Kluge said Metromedia's major growth this year will be in TV, forecast first-half earnings would more than double 23¢ earned in Jan.-June 1961, said first-half sales would top year-ago's $23.4 million by at least $2 million. He expects all Metromedia units to show profit this year—except for short-wave station "which is losing less money now than it was last year." Station broadcasts overseas, and "we don't expect it to be profitable for several years."

Packard Bell appoints new distributors: **N. C. Teakle Co.** (Norris Teakle, pres.), 715 Folsom St., San Francisco, succeeding **Paul G. Daly Co.**, headquartered in Oakland, which becomes one of 2 East Bay distributors; **Standard Supply Co.** (Vern C. Brown, pres.), 225 E. 6th St., Salt Lake City.

Mergers & acquisitions: Trav-Ler Radio has acquired for undisclosed cash sum **Hoosier Cabinet Div.** of **Dane Enterprises** • **MCA** stockholders have approved proposed acquisition of **Decca Records** (Vol. 12:22 p12) • **Siegler & Lear** merger will be a tax-free consolidation, **Internal Revenue Service** has ruled. **Lear-Siegler Inc.** will be formed (Vol. 2:23 p11) as soon as necessary papers can be filed with regulatory agencies in **Delaware & Illinois** • **Tele-PrompTer** stockholders have approved sale of company's TV & film prompting service to **Q-TV Inc.** (Vol. 2:23 p11). TelePrompTer will continue to manufacture the prompting equipment.

United Artists posted record earnings of $916,000 on peak sales of $32 million in 1962's opening quarter (see financial table). Chmn. Robert S. Benjamin told stockholders that revenues in 2nd quarter are expected to run $500,000 ahead of $30.9 million volume a year ago. Pres. Arthur B. Krim noted that TV operations produced healthy profit in wake of last year's setback, said UA has large number of network shows scheduled for 1963 & 1964. All UA operations—motion pictures, phonograph records, TV production—are "continuing to show a profit," he added.

Electronics Investment Corp. reported net assets of $34,807,166 on April 30—down from $43,593,353 a year ago. Net assets per share declined to $6.46 from $8.63. Capital shares increased to 5,386,207 from 5,051,657.

Distributor awards: Jones Distributing Co. (Paul D. Jones, gen. mgr.), Sioux City, Ia., wins Motorola's Paul V. Galvin Distributor of the Year trophy . . . **Neil Distributors Inc.** (Herbert S. Neilinger, pres.), Miami, and **Koelemay Sales Co.** (Lawrence Koelemay, Jr., pres.), named 1962 Distributors of the Year by Sylvania Home Electronics Corp.

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WEEKLY

Television Digest

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The authoritative service for executives in all branches of the television arts & industries

SUMMARY-INDEX OF WEEK'S NEWS

Broadcast

TELEVISION FACTBOOK—NEW ONE IN THE WORKS, due in Nov., updating & freshening all major features of predecessors, including full page devoted to every U.S. station—with coverage map, ARB county-by-county set penetration and net weekly circulation data, FCC official Grade A & B contours—the works, again running approximately 1,000 pages (p. 1).

CATV—POLITICS, ECONOMICS, TECHNIQUES: NCTA Washington convention points up growing power of industry (p. 2).

CBS CHANGES INCENTIVE PLAN, MAY FIGHT it in courts, however. Tells FCC contracts are changed for time being to give affiliates about same scale as with "standard" contract (p. 3).

SATELLITE TELECAST IN JULY between Europe & U.S. will feature simultaneous translations for European audiences piped by cables while original picture & sound are bounced from Telstar (p. 3). Legislation roadblocked (p. 4).

WESTINGHOUSE TRIGGERS FEUD with film distributors by terming feature packages "economically unfeasible" while dwindling in supply. Complete nonsense, snaps Seven Arts in reply (p. 4).

FILM FIRMS SAG IN FIRST QUARTER: combined earnings of 7 firms tumble to $9.1 million from $14.2 million year earlier (p. 4).

RKO WARNS ON PAY TEST, that appeal will be made to Justice Dept. & FCC if feature film supply is denied Phonevision in Hartford. Deals made with Warner Bros. & Paramount so far (p. 6).

Consumer Electronics

"YOU'RE ON YOUR OWN IN COLOR," RCA telling manufacturers, as it plans to stop taking orders for complete color sets; will still sell color components (p. 9).

MAJOR NEW DEVELOPMENTS in picture-tube shielding: GE's Lamilite tube, coated with thin plastic, used in 16-in. set; Kimcode bare-faced tube wins UL listing, now is ready for use; Pittsburgh develops lighter-weight, lower-cost bonded Teleglas (p. 9).

NEW PRODUCTS in new lines: GE's 16-in. set weighs 22 lb., will sell at around $170; GE has on-the-wall TV-radio-phono; Magnavox unveils transistorized stereo console; Westinghouse to offer 5-set color line, expanding Instant-On use in b&w; new Capehart, Symphonic sets (p. 11).

PHONO LEADERSHIP position sought by Zenith with new CBS-developed cartridge & tone arm (p. 12).

REBUILT TUBE MARKET isn't nearly so big as industry believed, in opinion of trade experts. 1961 total seen at about 1.6 million units, down from 1.8 million in 1961 (p. 12).

PLANT SHUTDOWNS FOR VACATION begin this week at some TV-radio-electronics companies. Vacation dates listed (p. 13).

NBBB URGES END OF 'LIST,' warns that failure of manufacturers to end abuse of fictitious pricing will lead to governmental restraint (p. 14).

TELEVISION FACTBOOK—NEW ONE IN THE WORKS: We are very pleased to report that our new 1962-63 TELEVISION FACTBOOK No. 33 is now in preparation.

Publication will be in November. Despite insistent demand, we have scrupulously avoided promising the famed volume until we were certain we could maintain or exceed the reputation of the distinguished 17-year-old reference. We now have that certainty—in staff & facilities.

We will update the remarkable innovation created by our predecessor, Triangle Publications—a coverage map for every station in U.S., complete with fresh American Research Bureau county-by-county sets-in-use, net weekly circulation, Grade A & B contours—the works.

We are delighted to report that usage of the coverage data has precisely filled its designated role, i.e., a quick, graphic guide to coverage of every station in the nation, particularly for agencies & advertisers. For detailed analyses of coverage, full service of ARB are basic, of course.

We are retaining & updating all important features of last volume. New issue will run approximately same number of pages—1,078. However, in response to sole criticism—weight & bulk—we have paper mills experimenting with goal of producing lighter, thinner stock without sacrifice of toughness or opacity.

Questionnaires are now in mails to all firms represented in the dozens of categories featured in volume. If your organization is new—not in last edition—notify us immediately.

Copies of issue will go to all full TV-AM-FM and full TV subscribers, as part of their service. Copies separately purchased are $12.50 if ordered before publication, $15 thereafter. Pre-print orders of 5 or more are $10 each. Write to publication offices—911 13th St., N.W., Washington 5, D. C.

CATV—POLITICS, ECONOMICS, TECHNIQUES: Striking thing at NCTA convention in Washington last week was almost unprecedented down-the-line support of virtually every CATV position by keynote speaker Rep. Harris (D-Ark.), chmn. of Commerce Committee.

"This was common knowledge around the FCC," according to a Commission source who added: "That's why we've been doubtful about chances of seeing our CATV bill enacted." Fact is, CATV scarcely could have asked for more.

With 5 FCC commissioners at head table while he spoke, Harris virtually told them to keep cotton-pickin' hands off industry. Ironically, while NCTA was conventioning, handful of small-town telecasters was conferring with FCC Comrs. Minow & Lee and staff, repeating requests they be given protection against possible CATV inroads. Ironically, too, at same time, more & more influential telecasters were showing up at NCTA's convention, plunging into the business. Ironically, further, NAB staff member was carrying out members' mandate in speech at Ga. Assn. of Bcstrs. in Atlanta, valiantly asserting that NAB doesn't oppose CATV but seeks to resolve "inequities."

Again, it's evidence of growing power of industry, probably genuine breakthrough—politically, economically, technically. Such stalwarts as Vice President Johnson, Sen. Fulbright (D-Ark.), Monroney (D-Okla.) made appearances. Among broadcasters, those in view included politically-ept Cox Stations' J. Leonard Reinsch and astute retired NBC Washington vp Frank M. (Scoop) Russell, now a CATV owner—plus substantial corps of TV-radio attorneys, brokers, consultants, et al.

Quotes from Harris: "Entirely new industry in the best American tradition . . . FCC cannot regulate CATV as a common carrier . . . No action has been taken [on CATV bill] and none is contemplated . . . Great improvement in CATV-broadcasters relations since these bills were introduced . . . . The problem can no longer be regarded as acute . . . Some cities or counties seem to be attempting to regulate [CATV] through insistence upon non-duplication agreements [but] I would expect that CATV operators will not permit a host of divergent and conflicting local regulations to spring up. The pertinent court decisions in these matters should be brought to the attention of the local authorities and their jurisdiction should be challenged in the courts, if necessary . . ."

Harris plunged into famed "Carter Mountain" case, in which FCC denied microwave facilities to serve a CATV unless latter agrees to carry local-station signal and avoid duplication of its programs. He said decision has "frightful implications" for broadcasters and others, as well as to CATV. He said he wouldn't comment on it because it's appealed to courts, but, he said: "In the meantime, I would think the Commission is likely to adhere to its previously announced policies, until clear determination of its authority in this field is obtained from the courts." FCC people were shocked—"Harris asserting Commission shouldn't enforce its decisions because courts may overrule them," according to one source. [Copies of speech available from NCTA, 535 Transportation Bldg., Washington. Sen. Dirksen (R-Ill.) had text printed in June 20 *Congressional Record.*]

• • • •

Other major aspect of convention was technical-economic outlook, notably as forecast by Daniels & Assoc. Pres. Bill Daniels and Teleprompter Pres. Irving Kahn, both large system operators. New all-band systems have bandwidth-handling capacity of 250 mc, giving dozen TV channels (72 mc)—plus.

New services stressed by Daniels: Closed-circuit "weather channel," giving constant TV picture of wind, rain, pressure, etc.; news, "AP & UPI service before TV or radio stations broadcast it"; FM signals—as many as desired; audience-response measurements; pay TV—"which is inevitable."

Systems broker Daniels also reported that "plenty of investment money is available now"; that interest in CATV has been expressed by firms in Germany, Norway, Sweden, Britain, Peru, Argentina, Italy, Australia, France; that "you will see CATV in 3-station markets."

Kahn repeated hopes for pay-TV future. He said next championship fight, if he gets rights, will be fed to 250,000-500,000 CATV homes. Among future uses he envisioned: "We have in our labs a device to measure gas & electricity consumption via CATV"; "we'll soon prove out our point-of-purchase system in one town or 2." He added: "The telephone company is the greatest threat to auxiliary services; if we lose, it's by default."

Next convention: June 7-14, 1963, Seattle. NCTA reelected Glenn H. Flinn, Tyler, Tex., chmn. Other officers: Fred G. Goddard, Aberdeen, Wash., vice chmn.; Ben J. Conroy, Uvalde, Tex., secy.; M. William Adler, Weston, W. Va., treas.

CBS CHANGES INCENTIVE PLAN, MAY FIGHT: CBS told FCC it was complying with Commission's ruling ordering changes in payments to affiliates (Vol. 2:23 p2)—but said it may contest decision in courts.

In letter to Commission, CBS said contracts were being changed so that if an affiliate chooses offering of another network instead of CBS fare, it will get approximately same rate of payment for total hours carried weekly as it did with old "standard" compensation plan.

CBS said "we respectfully disagree with the conclusion" that incentive compensation plan violates Sec. 3.658(a) of FCC rules but plan is dropped "until there is a final order, not subject to reconsideration or appeal, that the plan without the amendment is not invalid by virtue of Sec. 3.658(a)." CBS concluded: "This is without prejudice to any action we may take with respect to the matter, either by way of further petition to the Commission, an appeal to the courts, or by other changes in the plan. In this connection . . . we have under study . . . other possible modifications, including some which would change the scale of payments to the stations from those presently provided in the contracts."

OVER-&-UNDER ATLANTIC: First live Europe-U.S. telecast, scheduled for July when Atlas-borne Telstar satellite will be orbited, will involve electronic communications link under Atlantic as well as high above it. So stated CBS-TV producer Fred Friendly at news conference in N.Y. late last week called by 3-network coordinating committee which will work with European Bcstg. Union to produce pair of "non-political" transatlantic programs.

Satellite can only handle single audio & TV channels during 12-min. period when it will be in line-of-sight with ground stations at Andover, Me. and Goonhilly Down, England. But, since U.S.-produced show will be fed to Eurovision via Brussels, major language barrier looms. Problem will be tackled by feeding picture & "indigenous" (English-language) track via satellite to Europe, and piping simultaneous translations (French, German, Italian, etc.) on 8 or 9 transatlantic phone circuits. Anticipated audience in Europe: 20 million.

Telecast will present plenty of electronic headaches since conversions must be made from U.S. 525-line system to British 405, French 819 and West European 625-line systems. Then, when system goes into reverse to bring European 12-min. show to U.S., converters must also be reversed during orbit of Telstar. "We'd like to do a 'hot switch' during telecast, but it involves too much," said Aubrey Singer, BBC-TV spokesman at N.Y. meeting. Singer also said Soviet Union might participate.

Composition of U.S.-produced show is still vague, CBS's Friendly said, since exact date of Telstar launching isn't firm. It will contain these elements: (1) 3-network capsule coverage of hard & feature news in U.S. on day of shot. (2) Pre-show telecast for U.S. audience to explain system. (3) Audio and/or wirephoto confirmation that show arrived in Europe. (4) No particular attempt to further American "image" or "to use President Kennedy as 'U.S. spokesman.'" Both U.S. & European shows may be taped and played back-to-back as 24-min. prime-time show on date of satellite telecast.

Costs are also blue-sky at moment but won't be cheap. BBC's Singer said European end of telecast will be "very expensive . . . on the order of 5 figures in English pounds" (translation: possibly $150,000). U.S. costs would be similar or higher, although Friendly admitted "we hope to have practical budgets although it's a bargain at any price." Will there be "regular" programming between Europe & U.S. via satellites? Consensus: "Too early to say."

SATELLITE BILL FAILS TO ORBIT: Communications satellite bill, which zipped through House by overwhelming vote (Vol. 2:19 p4), ran into big trouble in Senate last week, finally had to be set aside to let lawmakers get at more pressing bills.

As written now, bill may be in trouble. Determined bloc of Senators, led by Kefauver (D-Tenn.) is firmly opposed to private ownership provisions, wants govt.-owned system which wouldn't be susceptible to "domination" by AT&T or other large firms. There's little possibility, however, of any change in ownership setup as it stands. Senate had short session June 22 because of death of Sen. Case (R-S.D.), planned to resume debate on measure at special Saturday session.

WESTINGHOUSE TRIGGERS FILM FEUD: Westinghouse Bcstg. Co. has developed real talent for stirring up industry brouhahas. Having triggered hassle on product protection with refusal to guarantee traditional 15-min. spread (Vol. 2:24 p3 et seq.), it lobbed verbal mortar shell in new direction last week—distributors of TV feature-film packages.

Features were roundly panned as major program investment for stations by WBC Pres. Donald H. McGannon last week during interview with *Variety* reporter Dave Kaufmann. There's been a steady decline in audience appeal of features on TV, McGannon said, and they're becoming "economically unfeasible" for stations while dwindling in supply. Audience surveys and station demand for "good product from diversified sources" have prompted WBC to go heavily into production of its own syndicated TV series ("Steve Allen Show," "Reading Out Loud," a new monthly series of TV children's specials, etc.), rather than rely on feature films in WBC markets, said McGannon.

Feud began to roll when we asked Eliot Hyman, pres. of Seven Arts, veteran feature distributor, for opinion of McGannon's blast. Hyman is usually leery of making industry statements, but WBC needle was bit too sharp.

WBC position was strictly grand-standing, snapped Hyman, and McGannon was "making unfair use of his right to express himself." In fact, said the Seven Arts pres., McGannon was talking through his statistical hat in trying "to impose certain facts and influence other people."

Hyman's basic rebuttal: (1) Feature packages have produced "maximum profits per program hour" for stations, as well as "largest ratings industry has ever known." (2) There is "definitely not a lack of new film product," and Seven Arts has just completed new deals with Warner Bros. and 20th Century-Fox for post-1950 pictures which "can supply stations for the next 10 years." (3) TV's economics "prevent the creation of 'made specifically for TV' programming in any significant quantity" to compete with strong features. (4) Rating record of features proves they can compete against TV's best home-grown programming.

In major Westinghouse market, San Francisco, feature films have taken audience play away from WBC-owned KPIX, Hyman asserted. He cited case of KTVU (independent) vis-a-vis KPIX in 16-month (Jan. 1961-May 1962) ARB study of audience trends, following KTVU's launching of 2 packages of Seven Arts' post-1950's.

KTVU has been showing the Warner features in a Sun. 7-9 p.m. slot, and again on Mondays at 7:30 p.m. Audience trend: When KTVU launched features in Jan. 1961, its audience share average on Sunday evenings was 2% vs. 42% for KPIX, which carries CBS-TV lineup. Ratings quickly climbed for KTVU, partly at expense of KPIX. Final 16-month share average for KTVU was 20% (10 times original level) vs. 32% average share for KPIX. Snapped Seven Arts of WBC's stand on features: "sour grapes."

At week's end, other feature-film distributors were readying counter-blasts, aimed at station management & film buyers, and drawing their own bead on WBC. Officials of the station group, busy with their own syndicated program plans, held to position as outlined by their boss. Whole thing began to take on familiar air of an industry brawl.

FILM FIRMS SAG IN FIRST QUARTER: TV & theatrical film companies earned poor notices for profit performance in 1962's opening quarter. Despite socko efforts by several—and record earnings by MCA, Screen Gems & United Artists—composite picture shows profits down markedly from 1961's first quarter, despite moderate sales gain. This aggregate downbeat trend is indicated by first-quarter returns of MGM, Movielab, MCA, Paramount, Screen Gems, Technicolor, 20th Century-Fox, United Artists.

Combined first-quarter earnings of these 8 firms in film industry tumbled to $10 million from $15.1 million in Jan.-March 1961. The 1962 figure is after deducting loss of $513,587 recorded by 20th Century-Fox. It must be noted, however, that loss is after a special amortization charge of $2,090,000 and reflects 20th Century's new policy of writing off prospective losses on all films released during a given quarter.

Profit drops were reported by 3 of 8 companies: MGM—to $2.6 million from $6.7 million. Paramount —$1.1 million from $2.5 million. 20th Century—loss of $513,587 from $1.7 million profit. For brighter picture, Screen Gems posted record $1.1 million—up from $845,160. MCA doubled year-ago's $2 million profit to record $4.2 million.

It's interesting to note—and perhaps significant—that best profit performances were turned in by 2 film companies which are exclusively in TV. Among film makers listed above, only MCA and Screen Gems do not produce theatrical films.

Aggregate sales of 5 companies improved to $158.5 million from $150.9 million. Only one of these film companies, 20th Century-Fox, was down from 1961's first-quarter—to $33.2 million from $34.9 million. Sizable gains were registered by Technicolor—to $14.8 million from $11.8 million; Movielab—$1.7 million from $1.4 million; United Artists—$32 million from $27 million.

Here's 1962-vs.-1961 first-quarter performances of representative firms in film industry:

	Sales		Earnings	
	1962	1961	1962	1961
MGM	$ 76,766,000	$ 75,778,000	$2,553,000	$ 6,684,000
Movielab	1,685,314	1,436,380	97,235	69,399
MCA	——	——	4,203,841	2,019,553
Paramount	——	——	1,129,000	2,450,000
Screen Gems	——	——	1,055,509	845,160
Technicolor	14,796,100	11,807,564	567,326	451,479
20th Century-Fox	33,215,994	34,894,728	(513,587)	1,669,244
United Artists	32,065,000	29,965,000	916,000	879,000
TOTALS	$158,528,408	$150,947,415	$10,008,324	$15,067,835

Opening quarter of 1962 was 2nd fiscal quarter for 3 other film producers. Although Jan.-March 1962 breakdown is not available, their composite picture for the half shows sales up moderately — profits up mightily:

	Sales		Earnings	
	1962	1961	1962	1961
Walt Disney (6 months)	$ 32,643,281	$ 23,065,743	$2,425,065	$ 669,982
Warner Bros. (6 months)	44,079,000	47,008,000	4,074,000	3,564,000
Universal (26 weeks)	——	——	3,371,647	1,835,322
TOTALS	$ 76,722,281	$ 70,073,743	$9,870,712	$ 6,069,304

Jan.-March 1962 period was 3rd fiscal quarter for Allied Artists, Columbia and Screen Gems. Latter, which had record profits for Jan.-March 1962, also posted peak earnings for 9-month period, despite slight sales sag. Here's aggregate 9-month picture of these 3 film producers:

	Sales		Earnings	
	1962	1961	1962	1961
Allied Artists (39 weeks)	$ 9,585,000	$ 10,498,489	$(1,196,000)	$ 414,105
Columbia (9 months)	——	——	1,689,000	56,000
Screen Gems (9 months)	37,930,560	40,510,183	2,428,236	1,817,752
TOTALS	$ 47,515,560	$ 51,008,672	$ 2,921,236	$ 2,287,857

RKO WARNS ON PAY TEST: "We'll appeal to Justice Dept. and possibly seek FCC aid if we find we can't go ahead with our pay-TV test in Hartford because we're being denied a supply of feature films by pressure brought to bear on film distributors." So stated WHCT Gen. Mgr. Charles Wood to us last week when we queried him about possible "legal means" threat voiced earlier in week by RKO General Pres. Thomas F. O'Neil, at luncheon gathering of civic & business leaders in city where RKO General and Zenith will launch 3-year test of Phonevision June 29.

Station is not meeting blank wall in obtaining features as part of its planned potpourri of movies, taped specials, sports events and Broadway shows for pay-as-you-watch audiences, we learned. Although WHCT has had "varying success" with home offices & N.Y. film exchanges handling features, it has "firm deals" with Warner Bros. & Paramount, 2 major producer-distributors, for brand-new films and is "close to working relationship" with MGM, Universal and 20th Century-Fox.

Movie policy will be similar to that of Telemeter's Toronto-area test during Phonevision trial, WHCT mgr. told us. Films will generally be close-circuited in "subsequent first run," i.e. day-&-date exposure with key neighborhood circuits 17 days after film has closed in its run in downtown theater. RKO General hopes eventually to obtain some choice films on "preview" basis, and is also negotiating for telecasts of Broadway shows while they're in traditional New Haven tryout.

First-night pay-TV program still isn't set, although there was strong hint that it might be Warner Bros. blockbuster "The Music Man," likely to be one of season's biggest film successes. Home target is 200 decoder-equipped households by June 29 with 2,000 by September and 5,000 by early 1963.

Hartford test may tap Telemeter supply of taped pay-TV specials (performances by Carol Channing and Bob Newhart, production of Gian-Carlo Menotti's "The Consul," etc.), we learned. WHCT admitted to "conversations" with Telemeter regarding these & other properties. Such a deal would represent first U.S. sale by Telemeter of shows produced for its Canadian test and now stockpiled against U.S. demand by pay-TV systems.

———■———

New Savannah CATV system, Georgia TV Cable Co., will begin operation in fall, carrying 9 channels & ETV programs. Company plans to build 500 to 700 ft. tower, will spend total of $1.2 million for 7-yr. expansion program. Pres. is George Eng, Norfolk, Va.; James Y. Nishimura, pres. of Communications Systems Corp., Huntington, N.Y., is vp.

New CATV firm, Trans-Video Corp., Tucson, Ariz., announced purchase of El Cajon, Cal. system with potential of 3,700 subscribers, plans to acquire additional franchises as well as management of existing systems. Pres. is Lee Druckman, former Jerrold Western regional mgr.

French TV viewership surveys disclose that at peak program hours subways & buses run virtually empty. This led London monthly *TV International* to observe: "The 'evils' of TV have been subject of comment ever since its birth but the accusation that it is stopping people from using the Paris Metro is carrying criticism a bit far."

"The world marketplace will—and should—determine what TV shows we export to foreign lands," according to Martin Codel, international TV consultant and former publisher of *Television Digest*. International TV consultant for U.S. telecasters & manufacturers, Codel has made extensive surveys in Europe, Latin America & Africa. In letter-to-the-editor in June 20 *Washington Post*, he writes: "Our Messrs. Murrow and Minow may, quite properly, undertake to exert the moral suasion implicit in their offices to warn American TV enterprisers against damaging the American image abroad [but] my own rather extensive TV surveys . . . over the last few years indicate a trend to indigenous live shows, especially musicals in Central & South America, and an acceptance of TV trivia for what it is: mere entertainment. There's less blood & guts stuff on the TV abroad than one might think. . . . A goodly number of our better TV & movie productions, including documentaries & travelogues as well as feature shows, are getting a good play and seemed to me to be creating favorable images."

Defense of advertising industry came from NAB Code Authority Dir. Robert D. Swezey in speech to Better Business Bureau and San Diego Advertising & Sales Club. He said advertising has become public whipping boy for reflecting conditions it can't control. Advertising isn't "the arbiter of public taste," Swezey said, yet it is subjected to "ridicule and bitter accusations that it is establishing false values and exploiting the public." He expressed hope industry untangles itself from "mass of minutiae" to concentrate on "broader fields in which to exercise its talents."

Finger-shaking at FCC & industry by Court of Appeals —more & more common in "final paragraph" addenda in recent months—was characteristic of decision affirming FCC in ETV channel-reservation case last week. Judges Edgerton, Washington & Danaher in short "per curiam" decision upheld Commission's refusal to put short-spaced ETV Ch. 3 in State College, Pa. at request of Pa. State U. Court then added that "the Commission must consider, and attempt to meet, the needs of educational TV, and of the public, as well as those of commercial interests. Should the Commission, in the future, demonstrate that it is neglecting this need, a different result may be required. This is not such a case."

FCC seeks equal-time suspension in 1964 elections, supporting President Kennedy (Vol. 2:23 p3), it's understood. Sen. Pastore (D-R.I.) has introduced S-3434 on behalf of Sen. Hartke (D-Ind.), seeking complete repeal of Sec. 315. Pastore said repeal, rather than election-by-election suspension, would provide well-deserved vote of confidence in broadcasting industry. Sen. Javits (R-N.Y.) has introduced S.J. Res. 196 to suspend equal-time requirements in this year's Congressional elections.

Illusion of quick fortunes to be made from communications satellite system should be dispelled quickly, FCC Comr. Hyde told Mountain-Pacific States Conferences of Public Service Commissions in Seattle last week. "Unknown frontiers seem to invite this sort of financial daydreaming," he stated, "but space promises to be almost as empty of riches as it is of matter."

Paris theater is doing excellent business with TV fare. Pagoda Cinema, Paris, is showing *Eddie Sachs In Indianapolis, Kenya 1961* & *Primary*—work of Time-Life Bcstg. Div.'s Robert L. Drew in association with Richard Leacock & Gregory Show, all ex-*Life*.

Personals

Alfred R. Schneider promoted to vp & asst. to exec. vp, AB-PT & ABC div., Joseph Fitzpatrick to AB-PT asst. treas. . . . Peter A. York promoted to Bureau of Broadcast Measurement exec. vp, Toronto.

J. L. Brown promoted to ABC Paramount Records administrative operations vp . . . John Regazzi, ex-Price Waterhouse & Co., named AB-PT comptroller . . . Don B. Curran promoted to ABC-TV o&o stations advertising & publicity dir.

Joel Rosenbloom, legal asst. to FCC Chmn. Minow, took position FCC policies on programming promote civil liberties, in ACLU N.Y. June 22 Park-Sheraton debate with Maurice Rosenfield, WFMF(FM) Chicago—in meeting closed to public & reporters . . . Hyman Goldin, chief of FCC Research & Education Div., spoke on "Current Commission Activities" to meeting of Cal. Assn. of Bcstrs. in Santa Rosa June 22.

P. A. Sugg, NBC spot sales and o&o stations exec. vp, resigns because of ill health, successor not yet designated.

Frank (Scoop) Russell, retired NBC Washington vp, to be target of testimonial luncheon at Mayflower Hotel June 27 . . . William P. Breen promoted to NBC Films sales vp.

Peter Kenney, NBC Washington vp, named to NAB Radio Board, succeeding P. A. Sugg, resigned . . . Thomas B. McFadden, ex-NBC-TV vp & national sales mgr., named TWA marketing vp, a new post.

Ronald Pollock promoted to NBC-TV sales proposals mgr., Paul Klempner to client presentations mgr., both new posts; George Walker succeeds Pollock as sales development mgr.

Robert E. Ryan, ex-CBS Radio Spot Sales midwest client relations dir., promoted to sales development mgr., N.Y. . . . Raymond Cranley, ex-Peters Griffin Woodward, named Central Media Bureau broadcast program project leader, covering systems analysis, computer programming & production . . . Henry Brenner, Home Testing Institute pres., elected Radio & TV Research Council pres.

E. C. Page promoted to Petry vp; Alfred M. Masini & Malcolm B. James named group sales mgrs. . . . Norman W. Glenn, ex-Young & Rubicam, named Ziv-UA vp for program development . . . Abe Mandell promoted to Independent TV Corp. exec. vp. . . . Robert L. Fierman named MGM Telestudios sales mgr.

Ward L. Quaal, WGN-TV Chicago exec. vp-gen. mgr., awarded honorary degree by Mundelein College, delivered commencement address, inserted in full in June 21 *Congressional Record* by Rep. Rostenkowski (D-Ill.).

Ann M. Corrick, Westinghouse Bcstg. Washington Bureau Asst. Chief, and Elizabeth Carpenter, ex-*Variety*, now asst. to Vice President Johnson, receive 1962 Headliner award of Theta Sigma Phi, professional sorority for women in journalism.

Amos T. Baron, ex-KCOP Los Angeles vp & gen. mgr., named UAA Western div. mgr., Los Angeles . . . Eugene C. Walz, ex-WCKT Miami production mgr., named WRC-TV Washington program dir.

Fred W. Johnson, KPLR-TV St. Louis local sales mgr., named WFRV Green Bay, Wis., gen. sales mgr. . . . Don Mumford promoted to KBTV Denver production mgr., replacing Russ Kundert, resigned . . . Earl J. Glade promoted to Radio Service Corp. of Utah community relations vp; Saul Haas, Queen City Bcstg. pres., elected a Radio Service dir.

W. D. (Dub) Rogers, ex-KDUB-TV Lubbock & satellites (Vol. 17:27 p16), resigns from NAB Board, no longer active in station management.

Douglas G. Leonard, ex-WBZ-TV Boston production mgr., named program mgr., Conn. Educational TV Corp., WEDH (Ch. 24) Hartford, due on air this summer; Samuel C. Edsall, WRTC(FM) Hartford chief engineer, assumes similar post at WEDH.

Louis J. Kramp appointed AP member relations dir. . . . Ray Schneider promoted to TelePrompTer CATV Systems Div. gen. mgr. N.Y., a new post . . . Robin Hardy, producer-director, joins Audio Productions creative staff.

Obituary

Walter J. Damm, 69, one of TV-radio's most distinguished prime movers, long-time gen. mgr. of WTMJ-TV & WTMJ Milwaukee before retirement in 1958, died there June 15 following surgery. During career, he headed or participated vigorously in virtually every major broadcast movement—was noted for abrasiveness & fairness of personality. He joined *Milwaukee Journal*, WTMJ-TV owner, as classified advertising salesman in 1916, headed radio activities starting in 1922. When WTMJ began in 1927, he was named manager—then radio gen. mgr., a *Journal* director, a vp—retiring to Naples, Fla., in 1958. Long a dominant national figure in broadcasting, he was NAB pres. 1930-31, member of NAB committees which wrote first radio code and commercial section of TV code, member of first Code Review Board, member of committee which negotiated first ASCAP contract. He served on govt. Board of War Communications during World War II, was TV Broadcaster's Assn. pres. until merger with NAB in 1951, organizer of NBC TV Affiliates and its chmn. until retirement. His widow survives.

Alfred Levy, 52, Talent Associates-Paramount pres., pioneer TV producer & packager, died June 19 of pneumonia in Littleton, N.H. He was co-producer with David Susskind of programs such as *Philco* and *Goodyear Playhouses*, *Armstrong Circle Theatre*, *DuPont Show of the Month*. His widow survives.

CBS Foundation 1962 grants of $21,000 have been awarded to 4 universities in honor of alumni employed by CBS. Columbia U. was awarded $9,000 on behalf of CBS Inc. Asst. Gen. Atty. Peter M. Abel, CBS-TV Asst. Business Mgr. Richard H. Low, Columbia Records Chief Development Engineer Erik Porterfield. NYU received $6,000 for Columbia Record Club Operations Dir. Richard Brun and CBS TV Stations Research Advertising & Sales Promotion Dir. Robert F. Davis. Princeton U. was awarded $3,000 for CBS News correspondent Dallas Townsend, and U. of Southern Cal. received $3,000 for CBS TV Stations vp & KNXT Los Angeles Gen. Mgr. Robert D. Wood.

FCC cut $8,000 forfeiture action against WCUY(FM) Cleveland Heights (Vol. 1:13 p6) to $4,000. Station had appealed original levy, made for testing new transmitter without notification and broadcasting on new frequency without authorization.

The $2 million sale of radio WGES Chicago to McLendon group has been granted by FCC.

Russia's TV Boom: "Even the most dilapidated building has a TV antenna," White House News Secy. Pierre Salinger reports after tour of Soviet Union. Recently returned from trip to discuss cultural exchange, he told *Washington Post* TV Editor Lawrence Laurent biggest problem Russians have is matching set production with demand, though prices are $150-$350—month's income for average worker. Russian officials claim 10 million sets-in-use, served by 116 centers, but only Moscow, Leningrad & Kiev are hooked up via network.

One force behind expansion of Russian TV is recent appointment of Mikhail Khalarmov as radio-TV minister, Salinger said. Khalarmov is anxious to expand medium, faces obstacles once familiar in U.S.: movie producers don't want films telecast, playwrights shy away from medium, etc. Consequently, Khalarmov is developing programs specifically for TV. Extensive ETV system is under consideration; some schools now use closed-circuit.

Salinger termed Leningrad TV center "most modern," using high quality, Soviet-built equipment. Much news coverage is propaganda, he stated.

Plan for Kennedy-Khrushchev TV speech exchange (Vol. 2:11 p5), postponed in March because of lack of "right atmosphere," may be revived, Salinger said.

Stenographic reports of FCC hearings during fiscal 1963 will be available from CSA Reporting Corp., 939 D St., N.W., Washington—12¢ per page for Washington hearings, 21.6¢ for those held elsewhere, daily & immediate charges higher.

WWUP-TV (Ch. 10) Sault Ste. Marie, Mich., began June 15 as WWTV-Cadillac-Traverse City satellite.

CBS-TV's controversial abortion episode of *The Defenders* (Vol. 2:17 p1, et seq.) scored highly in Pulse survey of 1,000 N.Y. area TV homes conducted for *Television Age*. Of viewers who saw show, 72% liked it very much, 21% liked it somewhat, 5% didn't like it; 86% thought it proper, 13.6% improper. Most of those who considered program improper cited effect on children as major objection. Other findings: (1) 92.9% thought problem of abortion was handled fairly, 7.1% said "unfairly." (2) 28.9% noticed different sponsor for episode, 7.1% thought sponsor was same as usual, 64% didn't notice. (3) Of those who noticed sponsor change, 61.8% correctly gave reason, 38.2% didn't know.

NAB Pres. Collins won his point with Sen. Dodd (D-Conn.) and HEW Dept., persuaded them to change projected study of children & TV from "how does TV crime & violence contribute to juvenile delinquency" to "what is interrelationship between children & TV, and how do other influences enter picture" (Vol. 2:16 p2). After Collins wrote Dodd of his concern about distortion of original program, Dodd came back with mollifying letter stating that his intent had been "misinterpreted."

FCC's new educational broadcasting branch is described in May-June *NAEB Journal*, in article by chief Keith M. Engar and Research & Education Div. Chief Hyman Goldin. Activities and plans of branch, which will work with HEW in implementation of federal ETV aid funds, is outlined in question & answer form. *Journal* is available from NAEB, 119 Gregory Hall, Urbana, Ill., $4 yr., 75¢ copy.

Interest in WXIX Milwaukee has been relinquished by pres. Gene Posner, who sold 51% to Harold Sampson, Bernard J. Sampson & Herbert Wilk, 49% owners.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Allied Radio	1962—9 mo. to Apr. 30	$39,713,446	—	$1,081,341	$1.00	1,065,098
	1961—9 mo. to Apr. 30	30,875,335	—	824,173	.76	1,019,739
	1962—qtr. to Apr. 30	13,755,661	—	357,351	.33	1,065,098
	1961—qtr. to Apr. 30	10,280,690	—	254,028	.23	1,019,739
Avco	1962—6 mo. to May 31	185,698,585	$17,473,125	8,373,125[1,4]	.77	10,886,109
	1961—6 mo. to May 31	157,926,234	12,576,187	6,201,187	.60	10,379,438
	1962—qtr. to May 31	102,519,020	—	5,051,666[1]	.46	10,886,109
	1961—qtr. to May 31	84,232,290	—	3,749,812	.36	10,379,438
Belock Instrument	1962—6 mo. to Apr. 30	4,412,800	—	(282,400)	—	928,533
	1961—6 mo. to Apr. 30	5,576,517	—	(357,983)	—	928,533
Lab for Electronics	1962—year to Apr. 27	61,482,000	—	102,000[2]	.08	1,298,100
	1961—year to Apr. 27[3]	63,494,000	—	2,095,000	1.61	1,298,100
Loral Electronics	1962—year to Mar. 31	41,456,887[1]	3,789,765	1,774,153[1]	.82	2,173,305
	1961—year to Mar. 31	35,776,964	2,804,023	1,301,618	.75	1,738,944
Nippon Columbia	1962—6 mo. to Mar. 31	22,500,000	1,600,000	—	—	—
	1961—6 mo. to Mar. 31	20,400,000	1,500,000	—	—	—
Transistor Electronics	1962—year to Apr. 30	1,622,912	—	130,563	.39	—
	1961—year to Apr. 30	862,169	—	116,724	.35	—

Notes: [1] Record. [2] After special charge of $432,000 for loss on foreign investments. [3] Includes operations of Tracerlab Inc. & Eastern Industries Inc., acquired in 1961, on pooling-of-interests basis. [4] Includes record earnings by subsidiary Crosley Bestg. Corp.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

RCA TO INDUSTRY: 'MAKE YOUR OWN COLOR': RCA is getting ready to turn off tap which supplies complete color chassis to its competitors. In effect, it's quietly telling its manufacturing customers to get ready to stand on their own feet in color set business.

RCA feels it will need the capacity in its Bloomington, Ind. color TV plant to make more sets under its own brand name. But even more important, RCA's move means first plateau in color has been reached—it is now profitable mass-market business (185,000 sets last year, probably 400,000 this year). More real competition between manufacturers can't do anything but help.

RCA will continue to supply color TV parts & subassemblies—but it plans to stop turning out complete sets for others. And next year, RCA will even have competition in the 2 most vital color parts—picture tubes & yokes.

Cut-off date for end of RCA manufacture of sets for competitors is believed to be some time next year—possibly around time of introduction of new 90-degree short color tube (scheduled for early 1963). Of course, RCA will honor all contractual commitments to make color sets but presumably will accept no more orders after some date in future. Exact details & timing of RCA move are sketchy and at week's end it was impossible to get confirmation from company.

Number of manufacturers depending on RCA for color sets would have dwindled anyhow, as it becomes more profitable for set makers to roll their own. Admiral, Olympic & Sylvania recently announced that they plan to go into production on their own (first 2 are buying sets from RCA, latter from Packard Bell). In addition to RCA, these companies now put together own sets: Zenith, GE, Warwick, Packard Bell. Packard Bell, incidentally, is planning large increase in color set production facilities next month—despite fact that it will be losing Sylvania account. Color is really beginning to move. Phase One is over. Phase Two—more compact sets, multi-network colorcasting, heavier intra-industry competition, more aggressive merchandising—can mean only more & better color business.

3 TUBE-SHIELDING DEVELOPMENTS READY: In rapid-fire sequence, last week saw culmination of 3 important developments in picture-tube shielding which will have marked effect on course of TV set design and manufacturing.

(1) "Lamilite" picture tube, unveiled by GE tube dept., using 35-mil (1/32-in.) layer of plastic bonded to faceplate, made debut in GE's new lightweight 16-in. portable (see p. 11) and will be offered to industry in 16-, 19- & 23-in. sizes.

(2) "Kimcode" tube process, developed by Kimble Glass Co., received Underwriters' Labs approval. With UL seal, this approach is now ready for use.

(3) Thinner & lighter Teleglas for bonding to picture tubes was announced by Pittsburgh Plate Glass, with concomitant cost reduction of approximately 15-20%.

All 3 developments are aimed at reducing weight of TV sets, and proponents of all 3 also claim cost reductions. Here are details of each:

Lamilite: GE's Lamilite tube process, in development for more than 5 years and listed by UL in 16-, 19- & 23-in. versions, is reminiscent of duPont's Mylar tube shield, which as yet has no takers in industry. It uses 2 layers of plastic—composition of which was not divulged, except for statement that inner plastic is of

buteral family and outer plastic is of buterate family. Layers are laminated together and bonded to tube through vacuum-forming process on specially modified commercial equipment.

First use of system is on lightweight 16-in. bulb, and GE CR tube dept. mgr. David C. Scott said process can be used on lightweight 19- or 23-in. bulbs designed for Corning or Pittsburgh bonded caps. Plastic can be removed under heat for rebuilding of tubes or re-processing rejects. In next 2 weeks, GE CR tube dept. will sample industry with 16- & 19-in. versions.

Although samples shown last week were of clear tinted plastic, GE says it has also developed treated reflection-resistant type. GE has applied for patents on Lamilite, hopes to offer it to other tube manufacturers on royalty basis.

Among advantages listed by GE (all figures are GE's): Weight reduction—19-in. twin-panel tube weighs 19¾ lb., while Lamilite tube weighs 14½, differential of 5¾ lb., or more than 10% of weight of 19-in. set; in 16-in. version, Lamilite tube weighs 7½ lb., lightest bonded samples 9½. Length—Lamilite tube is ⅜-in. shorter than tube plus external implosion glass, ½-in. shorter than bonded. Picture quality—Plastic used in Lamilite tube has same refractive index as glass, providing greater clarity. Costs haven't been worked out in detail, but GE says they're "comparable to other systems and better than some."

Will it scratch? Yes—any plastic will scratch, but GE says this is one of toughest plastics made, and scratches may be removed with special compound. When ready? Now—on GE's 16-in. set.

Kimcode: Long-awaited UL listing came June 19 for Kimcode bare-faced-tube process. As detailed exclusively last March in these pages, Kimcode (standing for Kimble Method for Controlled Evacuation) makes use of 2 metal bands around rim of faceplate for added strength, and treated fiberglass cloth cemented around funnel to prevent implosion shattering (Vol. 2:12 p7). Bulb used with Kimcode process has specially designed & tinted faceplace (making it heavier than conventional lightweight bulb).

Kimble lists these advantages for Kimcode (all figures are Kimble's): Weight—"Components" for 23-in. Kimcode-type tube weigh 2 lb. vs. 11¾ lb. for laminated bulb, saving 9¾ lb.; saving in 19-in. size "might be approximately 7 lb." Length—at least ⅜-in. shorter than other systems. Cost savings—Lowered shipping costs and "utter simplicity" of manufacture. Actual costs weren't specified, presumably through lack of experience in mass-production of such tubes.

Kimcode's UL listing is real breakthrough in that it's first safety approval for a picture tube without any barrier between viewer & tube. Both Kimcode & Lamilite have advantages & disadvantages—Lamilite is lighter in weight, but it uses plastic. Comparative costs may eventually tell large part of story.

There's no doubt some set makers will use Kimcode process—which could be ready almost immediately. But consensus is that it won't see any widespread use until next year.

There's another innovation in Kimcode which isn't being talked about. Kimble holds patents on process, and, for what is believed first time in history of picture-tube industry, bulb-maker is asking royalties from tube makers who use it. It's understood Kimble originally asked 25¢-a-tube royalty, but has reduced this to 2¢ to get process going.

PPG Teleglas: Last week was also the week Pittsburgh Plate Glass chose to come out with new lightweight Teleglas for bonding to picture tubes. (PPG supplies raw glass; independent glass manufacturers shape & sell it.) New stronger glass is ⅛-in. thick vs. former 3/16-in., will be offered initially for 16- & 19-in. sizes, probably later for 23-in., color tubes & other larger sizes.

In addition to 15-20% cost saving, new Teleglas for 16-in. tube weights only 1½ lb. compared with 2¼ lb. for older type glass; 19-in. implosion shield is cut from 3½ to 2¼ lb.

PPG has UL listing for use of new ⅛-in. glass bonded to both 16- & 19-in. tubes.

Importance to industry of these innovations in tube implosion shielding—plus more to come—will be made clear in weeks ahead. We'll keep you & your staffs posted.

NEW PRODUCTS—16-IN. TV, TRANSISTOR STEREO: As new-line activity reached climax on eve of Music Show, GE took wraps off 16-in. lightweight TV portable and Magnavox showed all-transistor stereo console with 100 watts Music Power Output.

GE's 16-incher is attractive set weighing 22 lb. and designed to retail at $170-$175. Designated the "Escort," light weight was attained through use of new Lamilite tube (see p. 9), 7 compactrons (plus 3 conventional tubes), extensive use of aluminum. Other TVs in GE's new line use 6 compactrons. Escort has monopole antenna, private listening jack, locates speaker & tuning knobs in front under screen. Leather carrying case with shoulder-strap will be available.

Only other 16-in. set definitely known to be scheduled for this year is Philco's, which will be launched in fall. Best guess is that Philco set, also lightweight, will use new Pittsburgh-type bonded tube instead of GE's Lamilite (see p. 10).

Among other GE TV innovations are 19-in. TV-radio phono combo (with drop-down record-changer) designed to be hung on wall, to retail at about $550, and hutch-style combos at around $699.95, with 3 other combos at $699.95 to $799.95. On-the-wall combo has removable speaker doors, similar to GE stereo phono design instituted last year. GE also is offering furniture-type 19-in. table models in period designs, at around $229.95. Many GE TV sets use light-sensitive automatic brightness-contrast control.

GE continues 8-model color-TV line at $595-$795. Also shown last week was 23-in. classroom TV-audio center. GE's console phono line has 8 basic models at $150 to $550, continuing its on-the-wall units at $260-$350 and including its first hutch console ($399.95 with radio). All radio-equipped units have FM stereo. GE is also offering built-in version of its on-the-wall console for builder market. Also unveiled was home music distribution system, which uses home power lines to pipe music from phono or radio to any room in house.

Magnavox became first in industry to completely transistorize its high-end stereo consoles—extending transistorization all the way to include AM-FM tuner. Parts are guaranteed 5 years, and transistorized chassis uses only 1/10 power of comparable tube set. Transistor sets sell for $675. Record-player improvements were also announced, with synchronous motors used on high end. Enlarged line of electronic organs is completely transistorized, ranging from $495 to about $2,000. Stereo console line starts at $149.50, transistorized portable phonos at $99.90.

Magnavox TV line places heavy emphasis on 24- & 27-in. tubes and light-sensitive brightness-contrast adjuster, with new transistorized remote control. Warranties on 24- & 27-in. sets have been extended to 3 years on picture tube, continuing one-year warranty on labor & other parts. Magnavox has completely dropped diagonal picture-tube designations, using square inches instead.

Magnavox portables run $159.90-$225 (latter has remote control) vs. previous starting price of $168. The 23-in. models start at $179.90 (vs. $188 in Jan. line), 24-in. at $249.50 (unchanged), 27-in. at $289.95 (vs. $299.95 for same model). Combos run $398.50-$895 (vs. $399.50-$925). New lower-priced color set has been added at $695, with $745 & $795 sets continued unchanged.

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Other new line news: Symphonic entered transistor radio field, with 7 models priced from $14.95 to $99.95. New Symphonic phono line has portables from $19.95 to $199.95 (latter with FM stereo), consoles from $99.95 to $379.95.

Zenith adopted popular drop-down phono concept in new "Cabinette" stereo at $379.95-$399.95. Attractive space-saving set (which includes FM stereo), may be used as conventional console, wall-hanging unit, or shelf or table set.

Westinghouse will debut new line, minus list prices, with TVs designed to sell for $140-$750, including its popular Instant-On feature in expanded number of models. First Westinghouse color TV line will have 5 sets at approximately $595-$850.

Redesigned Capehart lines will aim at lower-priced markets through direct franchised dealer approach. There will be 8 TVs from $129.95 for portable to $550 for top combo; 5-set stereo line will start at $99.95.

ZENITH BIDS FOR PHONO LEADERSHIP: "Several years ago we set out to be the most important company in the hi-fi business. Our first goal was to improve our product. We have achieved that. Now we are making our first play for real position in this business. We have 20% of the TV business and we are aiming at the same place in the phonograph business."

So said Zenith Sales Corp. Pres. Leonard C. Truesdell last week at N.Y. press luncheon to whoop it up for new CBS Labs-designed 2-gram "free-floating" pickup cartridge & "Micro-Touch" tone arm—development which Zenith claims provides highest quality reproduction in history of packaged phonos (Vol. 2:24 p8). Truesdell's announcement obviously is to be taken seriously on basis of past performance, on basis of factory & distributor organization, on basis of dealer & consumer loyalty.

Whether Zenith will achieve hi-fi leadership goal or not, Truesdell's announcement signifies battle royal in phono field. This year, nearly all major stereo manufacturers are touting new record-changer improvements, and you can bet Zenith will push hard on the demonstrable features of its new tone arm-pickup combination, which is featured (in 2 versions) on all its consoles except leader model, and even on $149.95 portable stereo.

Indicative of Zenith's promotion plans is one of its infrequent network TV appearances—sponsorship of "World Series of Golf" on NBC-TV live in color 4:30-6 p.m. Sept. 8 & 9, pitting 4 top golf tournament winners for $75,000 prize money put up by Zenith. (Amana will co-sponsor.) Commercials will be divided between new phonos & color TV.

New tone arm & cartridge was under development by CBS Labs for some time when Zenith took hold of it, bought patents. Zenith plans to market component version, both in changer and in turntable, through its own distributors and nationwide component houses such as Lafayette & Allied. Price for changer will be around $129.95, according to Truesdell—an almost unheard-of price for a record-changer. At same time, probably early next year, Zenith also will market component version of its FM stereo tuner.

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The articulate & effusive Truesdell ("I'm just a country boy") got off a few prime Truesdellisms in his talk to newsmen and in informal discussions after lunch. Some of his pronouncements:

On the stock market: "I can't get too alarmed about it. In all the markets where we've held dealer meetings so far—and that's 75% of the 80 largest markets in the country—we've broken all records. Retailers wouldn't be buying like this if they didn't feel business was going to be good. Every family has 2 or 3 radios, and yet everybody's buying more. If the world's coming to an end, what the devil are they buying radios for?"

On radio prices: "Radio is a mess. We've got some screwballs who are selling below cost. I don't know why. You can count us out of this."

On TV programming: "With TV programs stinking the way they do, I wonder why we're selling so many TVs. I think TV programs are largely responsible for the big shift to phonographs."

On TV inventories: "We have no problems at Zenith. But on an industry basis, there are still too many 19-in. sets in the pipelines for comfort."

REBUILT TUBE MARKET—NOT SO BIG: Just as the industry is revising its thinking about picture tube replacement market, it's taking another look at rebuilt tube market and finding this segment of picture tube business isn't nearly so big as previously believed.

In April we reported growing feeling that replacement tube market will be continually declining business, rather than expanding one, due to increasing life of original-equipment picture tubes (Vol. 2:17 p7).

Now there's strong suggestion that rebuilt tube sales aren't much more than half as large as most industry statistics used to indicate they were—and that they are declining, too.

Most of industry has always accepted reports that rebuilders have been selling picture tubes at rate of about 3 million a year. Now industry sources in position to know say this assumption was wrong—that 1959 & 1960 rebuilt-tube sales were in neighborhood of 1.8 million units.

Last year saw decline in rebuilt tube sales, and there's working estimate that they totaled only about

1.6 million—as opposed to 9.3 million new picture tubes (original equipment, replacements & exports). This 12% decline in rebuilts in period of single year is due in part to same problem plaguing new-tube replacement market—increasing life of original-equipment tubes. But another factor may be showing up for first time: Difficulty of rebuilding bonded tubes.

Most of confusion about replacement & rebuilt sales of picture tubes should be cleared up when EIA officially releases new statistical approach to market, based on special survey by Dun & Bradstreet.

THE LONG, SAD HISTORY OF CLOCK TV: Way back in 1955, we were hearing predictions that clock TV would become as popular as clock radio (Vol. 11:13 p9). In fact, first clock TV was marketed in 1952 (by Sentinel). Somehow, clock TV never was brisk-selling item—and the clock gave way to clockwork sleep-switch timer, which didn't do much better.

Most TV manufacturers have featured at least one TV model with clock-type timer, between 1955 & 1958. Two clock manufacturers—GE (Telechron) & Sessions—have been pushing idea of TV timers for years, haven't given up.

Five manufacturers have sleep-switch timers in their 1963 lines—Zenith, Westinghouse, Emerson, Packard Bell & Olympic. These shut-off timers are concentrated in portables as low-cost alternative to remote control. They're designed to turn off after selected interval up to 3 hours, and are generally confined to one model in portable lines.

GE clock & timer dept. also offers Telechron Videoclock ($14.95 list) which converts any TV into clock TV. Company recently offered set makers new Telechron "Off-R-On" timer low-cost timing device which can be set to turn TV set on or off at any pre-selected time up to 10 hours in future.

Why hasn't sleep-switch feature been success? Lack of promotion, says GE clock & timer dept. According to spokesman: "No one is doing an outstanding job of promoting the feature, but it is anticipated that this innovation is needed for bedroom use of TV sets. This should be a salable innovation to help expand TV sets into the bedroom if set manufacturers promote the fact that the feature is available."

TV-RADIO PRODUCTION: EIA statistics for week ended June 15 (24th week of 1962):

	June 9-15	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	132,617	116,694	131,765	3,037,719	2,530,802
Total radio	335,453	358,716	339,468	8,494,804	6,859,354
auto radio	122,609	150,091	117,246	3,009,934	2,183,183

Plant Shutdowns for Vacation: Time of year approaches when most plants close for 2 weeks for employe vacations, to fulfill union contracts and/or to gauge inventories. From EIA & others, here's our calendar:

Set mfrs.: Arvin, July 30-Aug. 12. Bendix, June 25-July 8, GE, July 30-Aug.12. Magnavox, July 2-15, Motorola, July 29-Aug. 13. Packard Bell, July 2-15. Philco, July 16-29. Pilot, July 2-24. RCA, July 2-15 (Ind.), July 16-29 (Camden). Sylvania, July 16-23. Trav-Ler, July 2-15. Warwick, July 16-29. Waters Conley, July 16-29. Wells-Gardner, July 2-15. Westinghouse, Aug. 6-19.

Tubes & semiconductors: Bendix Semiconductor, July 2-9. Clevite Transistor, July 2-15. Allen B. Dumont Labs, July 16-29. Eitel-McCullough, July 23-Aug. 5. General Instrument (F. W. Sickles Div.), July 16-29. ITT Tube Lab, July 27-Aug. 12. National Semiconductor (except sales), July 16-29. Pacific Semiconductors, July 30-Aug. 12. Raytheon, July 2-16. Tung-Sol (except Cathode Ray & Semiconductor Divs.), July 16-29. Not closing: Fairchild Semiconductor, National Transistor, Raytheon's Rheem Semiconductor, Texas Instruments, Transitron Electronic, U.S. Semiconductor Products.

Components & others: Adler Electronics, July 23-Aug. 5. Advance Ross Electronics, June 25-July 8. Aerovox, July 2-8 (New Bedford Div.), July 2-15 (Hi-Q Div.). American Bosch Arma, July 16-29. Ampex (Magnetic Tape Div. only), July 2-9. Blonder-Tongue Labs, July 2-15. Chicago Condenser, July 2-15. Clarostat, July 2-15. Erie Resistor, July 2-15. International Resistance (except Philadelphia plant), July 16-29. Jerrold, July 16-29. Litton (Westrex), July 30-Aug. 12. P. R. Mallory (Radio Materials Div.), July 2-15. Muter (Rola Div.), July 16-29. Radio Condenser, July 16-29. Speer Carbon (Jeffers Div.), July 2-8. Stackpole Carbon, June 29-July 8. Sylvania Parts Div. (Naugatuck Plant), July 2-15. Not closing: Amphenol-Borg, Audio Devices, CTS Corp., General Dynamics/Electronics, Globe-Union, International Rectifier, International Resistance (Philadelphia plant), P. R. Mallory Capacitor Co., Muter Co. (Muter Div.), Speer Carbon (Speer Resistor Div.), Sprague Electric.

NBBB URGES END OF 'LIST': National Better Business Bureau joined intensifying attack (Vol. 2:25 p7) on fictitious pricing today (June 25) with appeal to "all in business" to discontinue " 'list' prices or any other form of pricing representations in advertising, however expressed, which are not the usual or customary prices of the articles so designated in the trade area in which the advertising appears."

FTC also gave notice of increasing pressure on fictitious advertising last week by ordering a manufacturer and a retailer to cease using suggested list prices that are, in fact, higher than prices usually charged. Involved are Regina Corp., maker of electric housewares, and Giant Food, Washington-area food chain that also sells appliances. Noting that 3 big Washington department stores sell identical products at considerably below manufacturer's list prices stated by Giant Food in comparative-price ads, FTC said: "Rightly or wrongly, many people believe that a manufacturer's 'suggested list price' expresses his considered and expert judgment as to the approximate retail value of his product. Accordingly, where the advertised manufacturer's 'suggested list price' is not in fact the usual or regular price generally prevailing in the area, the public may be mislead."

In special bulletin to NBBB membership, Pres. Kenneth B. Willson emphasized "responsibility for the use of fictitious prices by retailers is shared by manufacturers, both legally & morally, if they put into the hands of retailers the instrument through which deception of the public is carried out."

We asked Willson about plan of Westinghouse & others to supplant list prices with such ad terminology as "less than $ ... " or "should sell for less than $ ... ". He interpreted this way: "Fictitious pricing in any form is unlawful. If an article is advertised to sell for, say, less than $14.95, no reasonable person is going to object if the selling price in a given area is a few cents less. This expression will be interpreted by the public to mean that the product so advertised usually & customarily sells for a few cents less than the advertised price. However, if someone kicks the daylights out of that price and sells the article for $7.95, that would be fictitious advertising. It would give the consumer in that area the false picture that he is buying for $7.95 a product that normally should sell for $14.95."

Noting that with "few exceptions" actual retail selling prices generally are "less than manufacturers' 'list' prices, 'suggested list prices,' preticketed or other stated prices," NBBB in its bulletin emphasized: "Whatever validity 'list' prices have had historically in pricing between manufacturers, distributors and retailers, their use in retail advertising in conjunction with a lower selling price almost invariably has been to represent to the public, directly or by implication, that an article is being offered for less than its going price and therefore at a saving. . . . The 'worth' or 'value' of an article is the price it commands in the market place. Savings claims based upon pricing representations which are sheer fiction are wholly illusory."

NBBB sounded this warning: "The FTC has served notice on business that the dissemination of fictitious pricing representations in whatever form is deceptive & illegal and that those who do so risk adversary proceedings by the Commission. In the public interest, the NBBB urges the cooperation of business leadership in meeting its responsibilities for correcting this problem through the exercise of self-restraint."

NBBB also called upon media "to cooperate in reviewing acceptance of copy by requiring advertisers to prove with competent evidence that any 'list,' 'suggested list' or other stated price used be the usual & customary prices of the articles so designated in all areas where circulated."

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Loudspeaker rating system to identify quality of speakers to consumers was proposed last week to EIA loudspeaker conference in Chicago by Lincoln Walsh, Walsh Engineering Co., Millington, N.J. System would use 8 colors to identify various ranges of sound frequencies, and 7 symbols to express power-handling capacity of speaker; for example, a moderate-power speaker with good frequency response might have 6 blue diamonds. Walsh urged speaker industry to upgrade itself by lowering speaker cost "per unit of performance." Speakers today, he said, are largely in same performance-per-dollar class as those of 20 years ago. Conference also heard report that loudspeaker imports last year equalled about 40% of U.S. production of approximately 42.5 million speakers.

Philco ad & promotion programs for late summer & fall will boost 1962 spending 75% ahead of 1961. Consumer Products Div. gen. sales & mktg. mgr. Charles H. Hakimian said Philco will spend 400% more for national TV in 1962's 2nd half than it did in same 1961 period; some 250% more for local newspaper ads; 50% more for promotion programs. Total ad campaign, which embraces full pages in *Life*, *Look* & *SatEvePost*, will produce more than one billion reader & viewer impressions of Philco products, he said. TV specials include sponsorship of "Miss America" pageant Sept. 8 & premiere of Johnny Carson's *Tonight* show Oct. 8.

Japanese electronics exports to U.S. totaled $119,878,000 in 1961, 28% higher than 1960's $94,013,000, Commerce Dept.'s Business & Defense Services Administration reports. Radio receivers valued at $74,638,000 accounted for 62% of exports to U.S., down substantially from 1960's 74%. TV shipments amounted to 23,000 valued at $1,721,000, compared with 10,000 worth $507,000 in 1960. Other sizeable increases from 1960 to 1961 were in sound recorders and reproducers, $6,068,000 to $15,554,000; electronic components, $3,545,000 to $5,871,000; radio-phonos, $1,252,000 to $2,698,000, and capacitors, $972,000 to $1,812,000.

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Factory transistor sales in April continued familiar pattern: up in units, down in dollar volume compared with year-ago month. April sales totaled 19,621,048 units valued at $25,097,960 vs. 15,072,064 units at $27,388,278 in April 1961. Cumulative pattern was similarly up & down. Jan.-April sales showed 80,031,959 units at $98,911,135, compared with 55,655,696 units at $105,858,361 in 1961's first 4 months. Here are EIA's official figures.

	1962		1961	
	Units	Dollars	Units	Dollars
January	17,238,376	$21,459,598	12,183,931	$ 22,955,167
February	20,239,880	24,151,155	13,270,428	25,699,625
March	22,932,655	28,202,422	15,129,273	29,815,291
April	19,621,048	25,097,960	15,072,064	27,388,278
Totals	80,031,959	$98,911,135	55,655,696	$105,858,361

Trade Personals

Wendell B. Sell, ex-Marquardt Corp. vp, appointed Packard Bell Electronics group vp, effective July 1 . . . **S. Dean Wanlass,** ex-Packard Bell group vp, named a Philco vp & gen. mgr. of Computer Div.

Theodore A. Flynn named Packard Bell Sales Corp. sales vp, a new post, and sales dir. of Home Products Div. . . . **John H. Ihrig,** onetime Webcor exec. vp, has resigned as a dir. . . . **Dr. Richard C. Sirrine** named Sylvania Semiconductor Div. integrated circuit dept. mgr.

Leon A. Wortman, ex-Fisher Radio (Vol. 2:22 p11) & RCA, appointed commercial electronic products sales mgr., Sylvania Home Electronics, headquartering in N.Y.

Hubert Larson named Trav-Ler Radio sales dept. vp; **D. J. Cameron,** production vp; **Richard Strand,** purchasing vp; **Ralph Hanna,** vp-gen. mgr., Hoosier Cabinet Corp. subsidiary.

William B. Wilfong named buyer for radio, hi-fi & housewares sold through Goodyear Tire & Rubber retail stores, succeeding **T. W. Rainsberger,** resigned.

J. Philip Reichmann Jr. appointed Motorola special accounts mgr., succeeded as conventions & special projects mgr. by **Robert DeNapoli . . . Joseph M. Walsh** named pres. of Lear-Siegler's Instrument Div.

Gordon W. Farmer named RCA Tube Div. mgr., Harrison, N.J. plant; **Frederick J. Lautenschlaeger,** Woodbridge, N.J. plant mgr.

Thomas E. McCarthy appointed GT&E public information mgr., succeeded as Sylvania Electronic Systems PR mgr. by **James J. Lanigan** who returns to Sylvania after 6 months duty with U.S. Army.

John W. Young, of RCA's Findlay, O. plant, received company's top 1961 employe suggestion award of $4,900. Total 1961 awards, for 3,754 suggestions: $142,810.

Fredrick M. Fowkes named Sprague Electric Research Dir.

Leonard C. Truesdell, president of Zenith Sales Corp. who is recognized as bridge expert, has been certified as instructor in Charles Goren bridge system—one of 50 in U.S. "I have no intention of teaching," said Truesdell last week; "it was just the challenge that interested me."

Obituary

William P. Banning, 82, retired AT&T executive, died June 18 in Christian Sanatorium, Wyckoff, N.J. He was asst. vp from 1927 until retirement in 1944, served at one time as PR mgr. He was author of *WEAF: Commercial Broadcasting Pioneer,* which traced introduction of commercials in radio broadcasting.

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U.K. electronics exports to U.S. totaled record $22.3 million in 1961, up 14% from 1960's $19.6 million, Commerce Dept. reports. U.S. shipments to U.K., exclusive of classified items, totaled $23.6 million. Half of British exports were record playing mechanisms, valued at $10.8 million, 34% higher than year earlier. Shipments to U.S. of phonos and record players, radios & radio-phonos, declined. Tape recorders & reproducers, tape decks, transistors, were up substantially. During 1961, U.K. electronics exports to all countries amounted to $193.6 million, 19% higher than 1960.

Officers-&-Directors stock transactions as reported to SEC for May:

Allied Artists. Roger W. Hurlock bought 900, held 30,100.

AB-PT. Jerome B. Golden sold 750, held 681 plus 105 jointly with wife.

Ampex. Phillip L. Gundy bought 750, held 12,927.

Arvin Industries. Robert G. Nau bought 100, held 1,225.

Avnet Electronics. Robert H. Avnet sold 368, held 289,934.

Capital Cities Bcstg. William J. Casey bought 3,200, held 25,198. William S. Lasdon bought 3,200, held 21,925, Frank M. Smith bought 3,434, held 127,222.

Columbia Pictures. Jerome Hyams bought 500, held 5,096. Sol A. Schwartz bought 200, held 200.

Corning Glass. John L. Hanigan sold 400, held 3,925.

Emerson Radio. Harvey Tullo held 4,417, sold 200 as custodian, held 4,384. Abraham Vogel sold 2,200, held 5,727.

Federal Pacific Electric. Thomas M. Cole sold 1,500, held 237,587.

Friendly Frost. Alfred McCoyd bought 1,500, held 13,500.

Magnavox. David W. Martin bought 926, sold 100, held 3,604. Richard A. O'Connor sold 10,700, held 205,401.

P. R. Mallory. J. Taylor Foster sold 380, held 1,001.

Muntz TV. Harold S. Lansing bought 1,000, held 1,000.

National Union Electric. Robert P. Dole bought 300, held 500.

Pacific Industries. George McGrew sold 800, held 227,320.

Pentron Electronics. R. L. Moxley sold 1,674, held 217,600.

RCA. Carroll V. Newsom bought 100, held 200. David Sarnoff bought 26,543, held 50,000.

Raytheon. George Ingram Jr. bought 904, held 2,999. Robert McCormack sold 389, held none.

Rollins Bcstg. John W. Rollins bought 5,000, sold 6,350, held 9,396 plus 3,300 as guardian, sold 5,000 Class B, held 201,000 Class B.

Screen Gems. Alfred Hart bought 850, held 950.

Stanley Warner. Charles F. McKhann sold 100, held 500.

Thompson Ramo Wooldridge. Benjamin W. Chidlaw sold 700, held none. Ralph P. Johnson sold 100, held 11,770.

Trav-Ler Radio. Joe Friedman bought 100, held 297,511.

Warner Bros. Jack L. Warner bought 4,100, held 1,125,060.

Zenith. Robert Adler bought 1,260, held 1,260.

Distributor Notes: **TelePrompTer** has appointed **Pacific Audio Sales** (1933 South Broadway St., Los Angeles) southern California sales rep for audio products . . . **Dee Mahin** appointed gen. mgr., Admiral Sales Corp. Detroit Div., succeeding **Martin Scully,** resigned . . . **Harold G. Carlton** named Sylvania Home Electronics sales mgr. for Denver district, embracing Col., Utah, Kan., Okla., succeeding **Donald Morse,** resigned.

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Mergers & acquisitions: MCA has declared effective its offer to purchase minimum 80% of Decca Records stock (Vol. 2:22 p12), will announce within 30 days plans for disposing of its talent agency. MCA previously said it would divest agency after acquiring Decca.

MOTOROLA'S INVENTORY WARNING: "Inventory glut of TV & radio products before year's end" was forecast by Motorola Consumer Products Pres. Edward R. Taylor last week, "if production continues at present level." Warning "production is outstripping sales," Taylor said industry TV sales at distributor level for 1962's first 5 months were up 10.5%—but TV inventories at factory and distributor level jumped 35.5%. Distributor radio sales were ahead 23%, inventories up 30%.

"It behooves all electronics manufacturers to substitute binoculars for rose colored Pollyanna glasses, and to take a hard look at production rates now in terms of what they can expect to sell at a profit the balance of the year," he said. "A mature attitude of production and inventory discipline in the next 90 days can assure us a TV year of over 6 million sets with good quality merchandise for the consumer and with reasonable profit all along chain of distribution."

In radio category, he noted "conditions in portable radios are growing serious with sales up 13.5% while inventory is up 51%." Ratio in clock radios is better with sales up 26.5% and inventory up only 13.2%—but, he said, table radio sales are down 1.8% while inventories are up 15.2%.

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Major breakthrough in hydro-electronics: Completely new electronic consumer product has been introduced in Japan by Miniman Radio Co.—the diaper-moisture detector. Device resembles cuddly kitten, has loudspeaker in one eye, and is connected by wire to small moisture-sensing device which presumably is inserted somewhere in diaper. Miniman's poetic advertising copy for appliance (described as "Model No. M-48") reads as follows: "Lovely Baby's Diaper Must be Kept Clean! Put it into the diaper, and it will cry 'mew! mew!' instantly when the diaper becomes wet. When 'mew mew' is heard, remove it from the wet diaper and always keep your baby refreshed." To best of our knowledge, the gadget is not being exported to U. S., thereby depriving millions of American babies of refreshment.

Channel Master will import TVs by end of this year, distributors have been told. The maker of antennas & picture tubes, and importer of Sanyo-built radios, demonstrated 3 sample sets (all unpriced) built by Sanyo. They are 8-in. battery-operated transistor portable, 17- & 21-in. AC sets. They'll be made by Sanyo.

Appealing indirectly for TV-battery business, Yardney Electric Corp., N. Y., features portable TV set in current trade ads for its "Silcad" batteries. Caption reads: "Just Putting a Handle on It Doesn't Make It Portable! Putting a Silcad Battery in it . . . Does!" Text of ad is geared to theme: "Create new products . . . improve existing ones!"

Silicon Transistor expects first-half earnings to rise "at least $110,000, equal to about 22¢ a share," from $69,000 (13¢) a year earlier, Pres. Robert Ashley reported. For total 1962, he said, "sales should increase about 50% over last year with profit greatly improved over 1961." Last year, Silicon Transistor earned $36,008 (7¢) on $1,682,382 sales.

Jerrold Electronics will ask stockholders at June 28 annual meeting to approve reorganization plan which creates new parent organization. The Jerrold Corporation, and 4 subsidiaries: Jerrold Electronics Corp., Harman-Kardon Inc., Technical Appliance Corp., Pilot Radio Corp. Pres. Sidney Harman in annual report said reorganization "will serve & reflect more fully the diversified operations of our company." Report also emphasizes Jerrold's record sales & earnings in 1962 fiscal year ended Feb. 28 (Vol. 2:17 p6). Earnings soared 140% to $597,234 on a 51% sales rise to $18 million, compared with fiscal-1961 performance. At close of 1962 fiscal, Jerrold had total current assets of $11,188,770, including $1,384,868 cash. Total current liabilities: $3,980,547.

Aerovox expects 2nd-quarter sales to approximate $6.3 million, push first-half total to about $12.6 million—from $10.9 million in 1961's first half. Pres. W. M. Owen said Jan.-June earnings should climb to at least 20¢ a share from 12¢. For total 1962, Aerovox, barring unforeseen developments he said, should reverse 1961's $606,568 loss with a profit, produce good sales gain over 1961's $22.3 million. Aerovox, whose TV-radio products include resistors & capacitors, will forego vacation shutdown at one plant, reduce closings to one week from 2 at 3 others. Owen said vacation shutdowns are curtailed to serve customers who will curtail or forego vacation closings this year. (For latest schedule on vacation shutdowns, see p. 13.)

Allied Radio expects sales & earnings in its 1962 fiscal year ending July 31 to extend sharp improvement of first 9 months (see financial table). Sales increased to $39.7 million from $30.8 million in year-earlier period, earnings rose to $1.1 million from $824,173. Pres. A. D. Davis forecast total-year sales of $52 million (vs. $40.5 million in fiscal 1961) and rise in per-share earnings to about $1.35 from $1.04. He said Industrial Div. opened 6 new branch offices in first 3 quarters, increasing total to 10, and has scheduled 6 additional offices for opening by early next year. A new retail store will be opened in South Milwaukee next month, increasing outlets to 8.

Joseph S. Sinclair, pres. of Outlet Co. (WJAR-TV Providence), has gained personal control of 156,000 shares of Outlet common, increasing his holdings to nearly 1/3 of 497,100 shares outstanding. He received the shares on his 40th birthday under provisions of trust established by his grandfather, Col. Joseph Samuels, one of company's founders. Trustees in 1958 sought to sell the stock, but Sinclair successfully fought move in Rhode Island courts.

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Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*R.*
IBM	Q	$0.75	Sept. 10	Aug.
Motorola	Q	.25	July 13	June 29
Transcontinent TV	Q	.12½	Aug. 15	July 31

NEW AM-FM RADIO DIRECTORY

Due off presses shortly, *Television Digest's* authoritative annual directory—listing all U.S. & other North American stations & applications by state & city, frequency, call letters—goes to full TV-AM-FM subscribers. Copies available separately at $7.50.

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WEEKLY **Television Digest**

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The authoritative service for executives in all branches of the television arts & industries

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CROSS BELIEVED OUT, COX IN, AT FCC because of President's failure to act before term expiration. Word expected in week or 2 (p. 2).

PAY TEST ROLLS IN HARTFORD with FCC Chmn. Minow telling viewers that 3-year RKO General Phonevision trial is "the way to search for answers." Station feels it has found answer to problem of antagonizing local TV servicemen, obtaining supply of basic program material (p. 2).

TV STUDY-TO-END-STUDIES is being readied for fall publication with CBS in "angel" role. It's large-scale depth probe of public's evaluation of TV in U.S. cross-section, may do much to silence needling of TV by govt. & press (p. 3).

PILKINGTON REPORT vs. COMMERCIAL TV—harsh condemnation. Recommends BBC-TV get 3rd channel, private firms limited to supplier of ITA (p. 4).

NAB MOVES ON RESEARCH, CATV, RADIO CROWDING, in board meetings. WBC's Goldberg appointed, CATV legislation still sought, caution on FCC radio birth control expressed (p. 4).

Consumer Electronics

INDUSTRY'S NEW YEAR—new model year, that is—looks like happy one as Music Show demonstrates potential of new products promising better business (p. 7).

ALL-CHANNEL PREPARATIONS now under way in all stages of industry. First step will be easy convertibility of all models in next summer's lines. No foot-dragging seen as manufacturers push for quick FCC action (p. 7).

COLOR DEMAND could hit million-set level in '63, Watts says, warning of shortages. Manufacurers & dealers optimistic (p. 8).

FM STEREO shows up as consumer electronics' prize baby on first birthday. Concept now firmly established in consoles, with big table-model market developing (p. 9).

NEW & UNUSUAL products draw attention at Music Show—drop-down phonos, 16-in. TV, wall-mounted sets. Importers display Japanese 16-in. TV, portable FM stereo (p. 10).

FCC-INDUSTRY COOPERATE ON ALL-CHANNEL SETS: "Sympathetic . . . reasonable." That's EIA's consumer products staff dir. L. M. Sandwick characterized FCC-called Commission-industry engineering meeting on all-channel TV set plans in Washington last week.

Said FCC Chmn. Minow: "I hope we can get together and smooth the transition without long rule-making. We're prepared to be very reasonable about it."

Sandwick said that Commission is "apparently ready to go ahead on the basis of the present state of the art." (For manufacturers' reactions at EIA meeting in N.Y. last week, see p. 7). "We have nothing to gain by delay," Sandwick went on. "The market could be very unsettled by the news. If pipelines aren't cleared out—and if there's confusion—there would be a frightful dump. We're ready to cooperate fully. If this law doesn't work, I'd certainly hate to see the industry charged with its failure. We stand ready to work out plans through an all-industry conference—to help the FCC as we always have in such matters."

Attending meeting for EIA, along with Sandwick, exec. vp James Secrest, engineering dept. dir. Fred Lack and asst. Jean Caffiaux: Earl Anderson, RCA; Harris Wood, Philco; E. Lee Siegmund, Olympic; Garth

Heisig, Motorola; Monte Cohen & Fred Kitty, General Instrument. For FCC: Ralph Renton, Kenneth Cox, James Barr, Henry Geller, Julian Dixon.

Bill will be law any day—House having voted agreement with Senate amendment late June 29 and sent it to White House for signature. Senate language, with which House concurred, gives FCC power to control receiver uhf reception quality.

CROSS BELIEVED OUT, COX IN, AT FCC: FCC Comr. John Cross's term on FCC expired June 30—with no word from President Kennedy. This produced widespread assumption that he won't be reappointed and that Broadcast Bureau Chief Kenneth Cox will get job. Both are Democrats. Adding to supposition that Cox is in line is fact that customary security check of him is being made.

Cross can serve until his replacement, if any, is confirmed. Regardless of what President does, general feeling in Washington is that Administration has been most unfair to keep Cross dangling this way—that definite "yes" or "no" should have been issued before this. White House announcement is expected shortly.

Administration has been unusually close-mouthed about appointment. None of Cross's fellow commissioners seem to know more than anyone else outside White House.

PAY-TV ROLLS IN HARTFORD: "This is the way to search for answers," FCC Chmn. Newton N. Minow told Hartford, Conn. viewers June 29 in non-coded "introduction" to WHCT's Ch. 18 kickoff of first U.S. on-air pay-TV test by RKO General Phonevision. In brief filmed speech, Minow reminded audience that 3-year trial was "not being conducted by FCC" and that homes (some 300) in Phonevision panel could "expect to be studied, probed, dissected, poked and written-about." Also aiding well-promoted kickoff: Conn. Gov. John Dempsey, actor Ralph Bellamy, Mayor William Glynn, Sen. Thomas Dodd (D-Conn.).

First-night viewers were offered scrambled movie, Warner-distributed "Sunrise at Campobello" (price: $1) and, as bonus film, Czech-produced "Mid-Summer Night's Dream" (stop-motion puppets with voices of Richard Burton and Old Vic.). Other movies in first week ("Escape from Zahrain," "One-Eyed Jacks," etc.) are recent but not brand new. Movies were obtained, said RKO vp John Pinto, "on deals comparable to those in theatrical exhibition," and future deals will be patterned on "flat fee plus percentage of the box office."

Although kick-off films were in color, as are most of upcoming attractions, telecasts are b&w. Coding equipment & transmitter "are operated at color standards," we were told in Hartford, but there are no color sets yet in home panel and no plans for immediate installation of color scanning equipment. "We're trying to establish the system & theory, and not using it to sell color TV sets, Zenith or any other make," Pinto explained, adding that "we may change our mind during the next 3 years if there's a color set boom."

Pinto sees pay-TV test (officially referred to as "subscription TV" in directive we saw to station employes) as "resembling TV's earliest days"—with interesting exception. There'll be no decoders hooked to sets in bars & taverns, no installations in public places other than hospitals and some rooms of nearby Statler-Hilton (where it can be charged on guest's bill). "Privacy is essence of the system," says Pinto. Also, although exposure in public location might perform missionary service for Phonevision, it would "dilute our ability to offer a producer or distributor a percentage of the receipts."

There are no projections yet on size of such receipts. Viewers are offered deal whereby billing of $10 monthly will bring credit of $3 on next month's bill. For heavy-consumption family, this will essentially negate 75¢-weekly decoder rental charge due to take effect Oct. 1. Executives of station don't anticipate $10 billing as average, however. Said Gen. Mgr. Charles O. Wood: "We'll be fairly happy if we get $1.50-$2 per week per home, so we're hardly out to ruin theaters and ordinary TV." Wood was also "unworried" about displacement by pay-TV of normal spot TV revenues.

Program sources are opening to test (Vol. 2:26 p7). In addition to motion picture & sportscast deals, Pinto has scheduled summer telecast of one of TV's "lost specials"—Matty Fox's lavish Hollywood-taped production of Soviet Union's Bolshoi Ballet. Pinto wouldn't say just what it had cost to line up Bolshoi telecast, which will be fed to WHCT from N.Y. since WHCT doesn't have tape playback equipment, but said it was "reasonable."

Over $1 million annually will be spent by RKO for programming during test, we were told—a figure not likely to be recouped from panel homes. Programming will be mostly (85%) film as against live or tape

(15%). However, RKO is more likely to become involved in "original production" of live events than in movies to create its own stockpile, and may exchange or buy taped shows from Telemeter & Teleglobe. "We want to indicate good faith to talent & theatrical unions," said Pinto, "we're not concerned only with program deals that will pay off later."

No trouble is anticipated by WHCT in 2 other areas: Vhf-uhf conversions and program listings. According to Wood, "about 90% of Hartford-area TV homes are equipped now to handle uhf reception." If vhf-only homes want to join panel, they'll be told to have converter installed by independent servicemen, then re-apply. Program listings will be in local edition of *TV Guide* (including price), "probably" in both Hartford newspapers, and will be backstopped by programs mailed to subscribers and by promotion ads.

Prior to opening show there had been usual last-minute rush, WHCT crews working right up to deadline to install decoders. To avoid possible gripe that station was infringing on local TV servicemen, WHCT Engineering Supervisor Harry Broderick told us he had meticulously instructed technicians to tell pay-TV applicants with sub-par sets and/or uhf antennas that "any repair work should be done by [your] serviceman."

Result: about half of applicants with bad sets quickly had them fixed, and re-applied. Theory behind policy, according to Pinto: "Assembly & installation of decoders is too complex to be handled by local TV servicemen, but we wanted them to feel we were generating, rather than diminishing, service business." Hartford Phonevision installations, incidentally, were not handled by local Zenith distributor either, and future repair calls will not be handled through WHCT (unlike homes in A. C. Nielsen's TV measurement sample, which get gratis repairs on TV-radio sets).

TV STUDY-TO-END-ALL-STUDIES: Occasional broad hints have been dropped by CBS-TV during payola-&-quiz scandals, FCC probes, etc. that large-scale study determining public's real evaluation of TV was in works. Study, CBS sources have teased, would silence much off-the-cuff criticism of TV by press & govt. figures.

Lid was finally lifted on study project last week by CBS. Not much was being said prior to fall publication as book, but study seemed to shape up along these lines:

(1) Who was surveyed—Checkup was made among adults in 2,498 homes representing cross-section of U.S. TV.

(2) Who made study—Directing project was Prof. Bernard Berelson, dir. of Bureau of Applied Social Research of Columbia U., and Dr. Gary Steiner of U. of Chicago. Study was "made possible by a grant from CBS," and dated back to 1955. Field work was in form of depth interviews by Elmo Roper & Assoc. and National Opinion Research Center.

(3) What was measured—Study did not set out to prove particular point but rather to explore "general evaluation" of TV by American public (or, as Stanton voiced it to FCC in Jan. 1960: ". . . a continual appraisal of audience appreciation—an index to provide an interpretive dimension to sheer nose counting"). Interviewers tried to discover how public felt about importance of TV, job broadcasters are doing, comparisons with other leisure activities, motives for watching, what was liked & not liked in general and specifically, job done by children's programs, attitudes toward commercials.

Stanton sees study as having long-range effect. In CBS newsletter to employes last week, he summed it: "I think that this study may well be a breakthrough in social research and prove to be a landmark in the study of mass communications. Certainly it will give broadcasters, social scientists, govt. leaders and the public a major new source of information on how we can further contribute to the development of TV in a democratic society."

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In another research move, CBS last week announced Dr. Joseph T. Klapper, currently in charge of communication research in GE's Behavioral Research Service, was joining CBS as dir. of social research. Klapper's new role will be to "plan, initiate & conduct studies of the effect of mass media on social behavior." There was hint that newspapers & magazines might come under fire in such studies, since Klapper will also examine "the social role of other communications media."

PILKINGTON REPORT vs. COMMERCIAL TV: Some attack on British commercial telecasting was expected from govt.-appointed Pilkington Committee—but harshness of blow delivered last week was more than anticipated. And its major recommendations will get rough treatment from bitter Conservatives who may well stave off drastic proposals of report.

After 21 months of study, group of laymen headed by glass manufacturer Sir Harry Pilkington, whose firm has been called the "British Corning Glass," urged that:

(1) New 3rd TV service be run by BBC-TV, the govt.-chartered non-commercial network. (2) Private firms be shorn of programming & selling functions and limited merely to supply programs to Independent TV Authority—the governing body appointed by Postmaster General—which would become the commercial telecaster.

Why? According to Pilkington group, too much of TV is "vapid, puerile, repetitive, cheaply sensational, sordid and unsavory." Commercial TV, committee said, was responsible for most of this—and it had driven BBC-TV quality down to lower common denominator.

But chances of Parliament buying major recommendations are considered slim. Public wants much of what it's getting. Furthermore, it isn't as if advertising & commercialism were anathema to Britain. Visitors, anticipating traditional English reserve, are startled by blatancy of country's advertising. Fact is, issue could become substantial, politically. Cabinet is said to favor giving the 2nd channel to BBC-TV but is delaying decision on emasculating commercial telecasters.

Curious aspect of situation is that a retreat from commercial operation should be recommended in Britain while most of rest of world is readily accepting the dual-system of govt. or ETV network side-by-side with free-enterprise commercial system.

British commercial interests had been hoping for a 2nd channel to complement its fabulously profitable first channel. In first quarter of this year, according to *Statistical Review*, TV took in $72,340,000, up 16.5% from 1961 period—and is rapidly approaching total garnered by all print media combined, $89,115,910 in first quarter, only .84% above year ago. TV profits have been fabulous, about $39.2 million last year.

Among other Pilkington recommendations, mostly expected: (1) No pay TV. (2) No commercial radio. (3) BBC start a local radio service. (4) Color soon. (5) Shift to 625-line system from 405.

NAB MOVES ON RESEARCH, CATV, RADIO CROWDING: Progress on research program, favorite of Pres. Collins, highlighted NAB Board meetings in Washington last week. Westinghouse Bcstg. Pres. Donald McGannon, head of NAB research committee, was on giving end—relinquishing his topnotch research man, Mel Goldberg, who'll become NAB research dir. with N.Y. office, and donating to NAB WBC-financed study of news broadcasting now underway at Northwestern U. Medill School of Journalism.

In other actions, Joint Board: (1) Reelected by acclamation Chmn. Clair McCollough, WGAL-TV Lancaster. (2) Approved appointment by TV & Radio Boards of 3 members from each to sit in as observers at meetings of other. (3) Approved 1½-day Fall Conference format for 8 cities, Oct. 15-Nov. 20. (4) Set future Board meetings: Phoenix, Jan. 14-18; Washington, June 24-28; Sarasota, Jan. 27-31, 1964. (5) Voted survey of material for proposed national museum of broadcasting. (6) Heard staff members report on their specialties. (7) Decided to conduct another management seminar at Harvard next year, skipping this year—and held in abeyance proposal for Harvard sales management seminar pending decisions by TvB & RAB on their participation.

Before Joint Board meeting, TV Board agreed to intensify efforts to get "limited regulation" of CATV voted by Congress; elected Otto Brandt, King Bcstg., Seattle, to Board as replacement for W. D. Dub Rogers.

Studies of radio "overpopulation," NAB Radio Board warned last week, should "exercise caution to avoid suggesting solutions which might lead to over-regulation or loss of free enterprise in broadcasting." Board thus reflected fears that FCC's study may stray from engineering into economics & programming. Board also elected Willard Schroeder, WOOD Grand Rapids, chmn.; Ben Strouse, WWDC Washington, vice chmn. Rules on election of directors were changed to allow their selection on basis of market size rather than transmitter power. NAB Code Authority Dir. Robert D. Swezey lobbied for more Radio Code subscribers, noting there has been 22% increase, but much broader participation is needed. NAB public relations staff was commended, and stepped-up PR program endorsed.

CURRENT CAPSULES

It's only natural that ailing media look to highly successful TV-radio for fresh executive talent—and they've been doing so right along. Last week, however, there was particular emphasis on trend. CBS-TV Pres. James Aubrey's named jumped into news as 20th Century-Fox, suffering huge losses, sought replacement for Pres. Spyros Skouras who resigned. Similarly troubled, Curtis Publishing (*SatEvePost*, etc.) came to Matthew (Joe) Culligan, looking for chief to succeed Robert MacNeal; Culligan is ex-NBC Radio head now with McCann-Erickson. In different field, there was TWA's recent choice of new marketing vp, Thomas McFadden, ex-NBC-TV vp & national sales mgr. It's reasonable to expect stepped-up talent raiding of TV-radio because of publicity given foregoing.

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Educators themselves pose one of biggest obstacles to development of ETV, FCC Comr. Lee told Catholic U. 3rd annual workshop in Washington last week. ETV aid bill and expected all-channel legislation are opening way for burst of ETV activity, he said, but: "There remains but to overcome the apathy, if not outright resentment of this medium which dwells in the breasts of many educational administrators." He ridiculed fears that growth of medium would cut into teachers' jobs, said "it is a paradox that the very teachers and school administrators who call upon our children to respond to the stimulus of technology, resist the advanced instructional techniques of mass media communications." Referring to experiments in 2,000-mc band (Vol. 2:25 p5), Lee told group federal funds probably couldn't be used for ETV activities in these frequencies, since bill limits aid to broadcast band. However, he added, 2,000-mc service is so economical, communities can probably establish it without govt. assistance.

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Advertising agencies need more specific information on audience and household characteristics of TV viewers, according to a special TvB Committee on TV Research Standards & Practices. Exactly what type of data is needed, however, Committee was unable to agree. TvB groups interviewed 10 leading agencies, found that "due to differences of opinion . . . considerable further study would be required before it would become possible to specify what data are necessary to satisfy marketers." Among findings of committee, headed by Corinthian's Don L. Kearney: (1) More information is needed on local level. (2) Finer breakdowns on audience characteristics must be compiled. (3) Researchers should give precedence to problems of sample quality & stability. Report concluded that due to problems involved, for time being, additional demographic information should be handled in form of separate reports.

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Industry-wide investigation of analgesic advertising has been launched by FTC which suspended 4 separate pending cases against American Home Products Corp., Bristol-Myers, Plough Inc., Sterling Drug. This indicates, in effect, that FTC suspects false claims & misrepresentations for aspirin & related products are too wide-spread for company-by-company action.

Review of newspapers by KMOX-TV St. Louis recently reported that straight news took only 9-13% of space, most of remainder advertising. Examination of June 7 editions of *St. Louis Post-Dispatch* and *Globe-Democrat* by news & public affairs mgr. Steve Fentress showed: (1) 80-page *Post Dispatch* contained a little over 7 full pages of straight news, 60 full pages of advertising. (2) 48-page *Globe-Democrat* slightly more than 6 pages of news, 30 pages of advertising. Fentress's conclusion: "On the basis of space-allocation alone, the newspapers are more advertising media than conveyors of news."

Unusual set saturation has been reached in Canada, reports TvB of Canada. Spring 1962 study by BBM counts 4.1 million TV homes watching an average of 5 hrs. 42 mins. daily. Over-all saturation is 89% of homes. Large cities have higher-than U.S. set penetration. Samples: Montreal—97%; Ottawa—98%; Quebec—99%.

Removal of 50-kw ceiling on AM clear-channel stations is provided by H. Res. 714, approved by House Commerce Committee and expected to go through House. If Senate doesn't go for similar resolution, chances are FCC will scarcely regard it as mandate to start high-power grants —up to the 750-kw sought by some. In 1938, Senate adopted resolution indicating it wanted ceiling at 50 kw, where it has remained.

Network line color tests begin at ABC-TV July 2 under supervision of Frank L. Marx, Pres. ABC Engineers. No programming is involved although ABC will have 4 color series this fall. Color-bar pattern will be fed to ABC-TV o&o's and networks twice daily (10:30 to 11 a.m.; 5-5:30 p.m.) on Mon.-Fri. schedule, won't be seen by public.

Increase to megawatt from 436 kw is sought by WKBN-TV (Ch. 27) Youngstown, pres. W. P. Williamson Jr. stating application indicates his faith in uhf's future.

Personals

J. Lewis Ames, ex-CBS-TV business affairs asst. dir., named Kudner Agency vp-secy.-treas. . . . **Robert Sullivan**, ex-Katz Agency, named head of new ABC-TV national station sales St. Louis office, 915 Olive St. . . . **Oliver F. Babirad**, ex-CBC, named CTV network program dept. production mgr. . . . **Gordon Hellmann**, ex-Transcontinent TV Corp. advertising, sales promotion & PR dir., named Warner Bros. TV Div. sales promotion mgr., N.Y.

Frank P. Fogarty, Meredith Bcstg. exec. vp, reappointed NAB Freedom of Information Committee chmn. . . . **Geoffrey Selden**, ex-William Esty Co., named pres., VBS Assoc. Inc., Victor Borge's new TV production firm, N.Y. . . . **Edward C. Obrist**, former Conn. State Network pres., named Boston U. School of PR & Communications bcstg. dir. . . . **Kershaw Burbank** leaves own PR firm to become educational WNDT N.Y. development dir. . . . **Irving Ladimer**, ex-Boston U. Assoc. Prof. of Legal Medicine, named National Better Business Bureau Food, Drug & Cosmetic Div. dir.

Frank (Scoop) Russell, ex-NBC Washington vp, feted at retirement luncheon in Washington last week (his 3rd, he said) took & gave great ribbing; affair drew, among others, Vice President Johnson, Reps. Harris & Halleck, FCC members, NBC Pres. Sarnoff, NAB Pres. Collins.

George S. Smith, partner in Washington law firm Smith, Hennessey & McDonald, resigns to become legal asst. to FCC Comr. Lee, succeeding **Arthur Gladstone** who has been named an examiner but stays with Lee on special N.Y. uhf project until Sept. Veteran attorney Smith served with Federal Radio Commission 1928-32. Firm becomes Hennessey & McDonald.

Hilliard Gates promoted to WKJG-TV-AM Ft. Wayne gen. mgr., succeeding **Edward G. Thoms**, resigned. . . . **Kenneth M. Johnson**, ex-CBS-TV national sales, named WKBW-TV Buffalo gen. sales mgr. . . . **Charles W. Thomas**, ex-WTTV Bloomington, Ind. gen. sales mgr., named WFIL-TV Philadelphia asst. gen. sales mgr. . . . **Guy Griffen**, ex-WMAR-TV Baltimore asst. sales mgr., named WBOC-TV-AM Salisbury, Md. asst. gen. mgr.

Robert M. Reuschle, ex-WLAC-TV Nashville gen. sales mgr., named to similar post at WFGA-TV Jacksonville. . . . **Neal Van Ells**, ex-WLWA Atlanta program dir., named WRCV-TV Philadelphia program mgr. . . . **Bill Parry** resumes as KTVU San Francisco-Oakland sports & special events dir. . . . **George S. Driscoll**, former WROC-TV Rochester engineering mgr., named to similar post with Ch. 13, interim operation there.

Bill Small, ex-WHAS-TV-AM Louisville news dir., named CBS Washington asst. news dir. . . . **Norman Wagy**, ex-radio WGAR Cleveland, named editorial dir., WJW-TV-AM-FM there. . . . **Mark Hepler** named KHOU-TV Houston news editor. . . . **Matthew Warren**, ex-WTTG Washington news dir., named public affairs dir., WMAL-TV-AM-FM there. . . . **Bill Tribble** promoted to WMAZ-TV-AM-FM Macon news dir.

Sprague Vonier promoted to WTMJ-TV Milwaukee sales mgr. . . . **James R. Monroe**, ex-Nielsen, named KGO-TV San Francisco research dir., a new post. . . . **Michael M. Duffin**, ex-radio KCBS San Francisco, named Petry asst. research mgr., N.Y.

David Shefrin, ex-WNBC-TV N.Y., named news dir., WABC-TV there.

Albert L. Capstaff resigns as NBC radio programs vp to take active role as pres. of Eagle Bcstg. Corp. and Virgin Islands TV Cable Corp., CATV system in St. Thomas, V.I. Eagle is planning acquisition of stations in Fla. & N.Y., development of additional stations and CATV systems in eastern & southeastern U.S. Capstaff also is co-owner, with comedian Bob Hope, of Mid-Ocean Bcstg. Corp., Puerto Rico.

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Allocations activity by FCC: (1) Finalized reservation of Ch. 24 for ETV in E. Lansing, Mich., shifting it from Coldwater. (2) Proposed reserving Ch. 20 for ETV in Chicago, at request of WTTW. (3) Proposed shifting Ch. 22 from Cambridge to Salisbury, Md. (4) Proposed adding Ch. 53 to Riverhead, N.Y. or to ETV in Hempstead, N.Y., plus addition of either Ch. 75 or Ch. 26 to Riverhead. (5) Received petition to shift Ch. 3 from Salem to Eugene, Ore. (6) Reserved Ch. 30 Elmira, N.Y. for ETV use. (7) Shifted Ch. 23 Schenectady-Troy to Albany for ETV. (8) Invited comments by Aug. 6 on proposal to move Ch. 57 from Marietta, Ga., to Atlanta for ETV use.

FCC revoked licenses of radios WGRC Green Cove Springs, Fla., and KCPA(FM) Dallas. Frank Van Hobbs was ordered to relinquish the license of WGRC, which has been silent since Dec. 18, 1961. KCPA(FM) has been off air since Aug. 12, 1961, hasn't answered FCC queries about technical violations & financial qualifications. In other actions, Commission levied $5,000 forfeiture against radio KOMA Oklahoma City for after-midnight operations with daytime facilities and unauthorized power.

Network TV gross time billings totaled $194.6 million in first quarter 1962, up 11.6% from $174.4 million in same 1961 period, TvB reports. CBS gained 14.9%, from $65.1 to $74.8 million; NBC 12.4% from $61.9 to $69.6 million; ABC 5.9%, from $47.4 to $50.2 million. Nighttime billings were $132.1 million, a 10% increase from $120.1 million a year ago; daytime billings advanced 15.1% from $54.3 to $62.5 million.

FCC holds up grant of Ch. 10 Tampa-St. Petersburg to WTSP-TV Inc. (Vol. 2:4 p5), sent case back to examiner for further hearings. Commission seeks to determine nature of recent programming of WTSP-TV's radio WLCY St. Petersburg and bearing that has on grantee's "character qualifications."

License revocation of KPSR(FM) Palm Springs, Cal., was recommended in initial decision by FCC Examiner Elizabeth C. Smith, for failure to have full-time licensed first-class operator, unauthorized transfers, misrepresentations to Commission.

Ten years of ETV will be observed at 5-day Fordham U. conference beginning July 16. Speakers will include NET Pres. John F. White, educational WNDT N.Y. Pres. Dr. Samuel Gould, WNDT Gen. Mgr. Richard D. Heffner, FCC Comr. Lee and Seymour N. Siegel, dir., Municipal Bcstg. System.

Libel verdict of $3.5 million, one of largest in history, was awarded to former CBS TV-radio commentator John Henry Faulk, who claimed false pro-Communist labels ruined his broadcasting career. Jury gave Faulk $1 million in compensatory damages against Aware Inc., Vincent W. Hartnett, one of its directors, and Syracuse supermarket operator Laurence A. Johnson, who died last week, plus punitive damages of $1,250,000 each from Aware and Hartnett.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

MUSIC SHOW—HAPPY NEW YEAR! Consumer electronics industry formally greeted the new product year at last week's big Music Show in N.Y. There was near-unanimous feeling that business would be good, and reactions of dealers to 1963-model merchandise was hearty.

To naked eye, manufacturer & distributor personnel seemed to outnumber dealers, but official show statistics indicated better dealer attendance than in 1959, last time it was held in N.Y., although lower than last year's Chicago show.

Optimism always is officially rife at a product showing—and we could find little pessimism among manufacturers there, either on or off the record. Even though lower-profit portables are garnering increasing percentage of TV market, even though phono sales are depressed from last year, despite pecadillos of stock market, manufacturers unanimously were toasting a happy & prosperous new model year with best vintage champagne.

They keyed optimism to growth of relatively new products—FM stereo, now really beginning to take off; color TV, on threshhold of becoming mass-market high-end item; artful new cabinet designs; packaged stereo which for first time is beginning to approach sound quality of good audio components. All this and more attractive pricing, too.

If there's worry about heavy inventories, it's done in the privacy of executive suites—not on sales floors. We've talked with just about everybody, and we're darned if we can figure out who's got the inventory. Many agree that inventories are a mite on the ponderous side—on an industry-wide basis, that is—but their own stocks have never been in better shape. Because of this excellent individual inventory situation, we can only conclude that a mythical company has somehow gotten mixed up in the EIA statistical machinery and is consistently reporting huge inventories. (This is the same company whose sales are down 400% from last year to balance out the others' increases.)

If dealers were worried, or even curious, about industry problems, they didn't show it. Widely-publicized all-day EIA symposium on consumer electronics' future was attended mainly by manufacturer & distributor personnel, with a smattering of dealers sitting through color session. When it came to such important issues & markets as all-channel TV, ETV, FM stereo & phonos, few dealers were in evidence.

(Color, FM stereo & all-channel TV are treated in more detail in stories below. Product news on p. 10.)

INDUSTRY PREPARING NOW FOR ALL-CHANNEL: "We've been given our marching orders," said Motorola Consumer Products Pres. Edward R. Taylor. "We're going to do the job in the best manner possible. We're going to live within the dictum of the FCC, and we're not going to waste time arguing about what might have been."

This declaration before EIA's Music Show panel last week summed up attitude of large majority of set makers about all-channel set law. Even those who were strongly opposed to measure—and that includes most set makers—are now saying, in effect: "We want details as soon as possible. We want to know what FCC wants in way of tuner performance. We want to have deadline for changeover established right away so we can begin to think of freezing designs . . . so we can inform public."

So eager is industry to know what FCC will do towards establishing parameters of all-channel set regulation that EIA had preliminary meeting with FCC even before final approval of legislation by House and

signature by President (see story on p. 1.) Bill had been passed in slightly different forms by House & Senate, and agreement on Senate version is considered certain.

Some manufacturers bristled at remarks of Sen. Gale W. McGee (D-Wyo.) at EIA panel when he called on them to "roll up your sleeves now and implement, and add to, the spirit of the law." They felt he was gratuitous in explaining there's no reason to "wait until the cutoff date" to do research & development for changeover.

It's clear that nobody's waiting till cutoff date—expected to be possibly 2 years away—and that every set manufacturer is planning right now on how best to implement new law, and what to do in interim. From our conversations with manufacturers, it's also clear that there will be no industry-wide challenge of law's constitutionality—although there could conceivably be an individual test.

What set makers fear most is confusion—confusion of dealers & of consumers. That their fears are warranted was amply demonstrated by woefully poor turnout at panel sessions by dealers who in a few months will be "authorities" in explaining to public the intricacies of the all-channel bill, just as they have so recently been authorities on stereo, on multiplexing, and on what's wrong with color.

Here's what manufacturers plan in terms of readiness for all-channel law: As soon as possible (probably one year from now), every set in every line will be designed for internal conversion to all-channel reception. Public will be told not to fear, all sets are "ready for uhf" with easy home conversion. When cut-off date comes, all factory & distributor stocks can easily be converted.

Will set makers jump gun and discontinue vhf-only sets long before cutoff date? This seems unlikely in view of fact that there'll still be vhf-only stocks in stores, and that public won't suffer one whit by buying "convertible vhf" now, adding uhf as needed. How much gun-jumping set makers could actually do—even if they wanted to—is questionable. Tuner makers have tremendous challenge—increasing annual production rate from about 370,000 to 6 million.

Tuner makers, and set makers, as we've already reported (Vol. 2:32 p7), are hard at work developing new tuner designs with better performance, more tuning simplicity and lower cost factors. This much is generally assumed in industry: Presently available types of continuous uhf tuners will be acceptable to FCC, and first all-channel sets under new law probably will differ little from today's units. It's expected that FCC will specify minimum performance ratios between vhf & uhf tuners in same set, rather than establish specific figures for uhf tuner performance.

Industry wants to get going fast so it will have adequate time to plan for transition. As EIA Consumer Products Div. Chairman Olympic Pres. Morris Sobin put it at last week's symposium, TV manufacturing industry "is on the way toward putting a law into effect as soon as possible and assures consumers, Congress and the Commission full individual support."

COLOR DEMAND NEXT YEAR—1,000,000 SETS? "Market conditions today are such that one million color sets could be sold in 1963." So said RCA group exec. vp W. Walter Watts at EIA symposium during last week's Music Show in N.Y. He hinted that shortages would prevent industry from reaching this figure.

RCA's optimism—and willingness to start predicting again—reflected reports from many (but not all) manufacturers, dealers & distributors at Music Show that there's good money to be made in color now. Among manufacturing & merchandising leaders at show, our report of last week—that RCA some time next year will stop making complete color sets for its competitors (Vol. 2:26 p9)—was hot topic of corridor talk. Unanimous opinion—even of those who would be directly affected by move—was that it would boost color sales by heightening competition.

At color panel session, where RCA's private-branding activities weren't mentioned, picture of color's future was painted rainbow-bright. Watts told audience that Lancaster, Pa. color tube plant is working 3 shifts 6 days a week—"including July 4 & Labor Day"—trying to keep up with demand.

Color programming surge should be one of the most important factors in increasing set sales. NBC-TV network sales vp Don Durgin told group that his network will increase colorcasting to 2,000 hours in 1962-63 season, including about 68% of its nighttime schedule. ABC vp Alfred R. Schneider, addressing TV receiver people for first time on subject of color, reiterated that his network is starting out small by colorizing 4 pro-

grams. He revealed that 27 ABC-TV affiliates, in addition to ABC's 5 owned stations, have already elected to carry the shows in color, and predicted more would join in. CBS was invited to send spokesman to panel, but refused.

Panelists made clear that little could be expected in way of technical or price breakthroughs in next few years. Watts saw no major innovations through 1965, didn't see "much chance of a significant price reduction in the foreseeable future." Packard Bell Home Products Div. sales mgr. Theodore A. Flynn saw "nothing ready for the market within the next 2-3 years at least."

When question came up about Motorola's developmental 23-in. color tube, it was referred to Motorola Consumer Products Pres. Edward R. Taylor, in audience. Neither Taylor nor anyone else seemed to be itching for fight, and he merely reiterated that Motorola will "sit this one out," but will have 23-in. tube "and we hope to have it soon."

What does the dealer think of color? NARDA Chmn. Mort Farr, on panel, reported on results of survey of 100 leading color TV retailers, on these questions: (1) Consumer satisfaction with color—70% said excellent, 30% said good. (2) Service experience—55% excellent, 45% good. (3) Profits, in terms of percentage compared with black-&-white—62% better, 31% as good, 7% lower. (4) Growth of color sales—average of 49% for first 5 months of year, with 55% increase anticipated rest of year.

FM STEREO—INDUSTRY'S PRIZE BABY: Music Show last week celebrated first anniversary of FM stereo on marketplace. It was an auspicious birthday, since most predictions made about the new baby at last year's Music Show (Vol. 17:30 p18) have come to pass.

There are about 120 FM stereo stations now on air in 95 markets in 34 states, FCC Comr. Robert T. Bartley told panel at Music Show, and figure may exceed 300 by end of year—or nearly one-third of all FM stations. In short, broadcasters are doing their part and good quality programming is becoming more & more available.

FM stereo is becoming standard-equipment feature in most stereo phono console lines, as displayed at Music Show. Excellent quality of stereo radio reproduction on most of these instruments is far cry from last year's Music Show in Chicago, where manufacturing & broadcasting engineers made rounds of many exhibits, adjusting receivers to get something remotely resembling stereo.

Reports are in from dealer level. Public is accepting FM stereo with enthusiasm in many areas, and dealers are preparing for big year. As we predicted more than year ago, component hi fi was first area of FM-stereo colonization, followed by console phono market. Third step is just beginning to take shape—mass market in FM-stereo table models.

Pioneered by GE, Zenith & Granco, this obviously is now beginning to look like excellent market. Among new FM-stereo table models introduced in recent weeks and/or demonstrated at Music Show: Motorola's $129.95 wood-cabinet unit; new lower-priced GE wing-speaker set; Arvin oiled walnut unit with movable speaker at $199.95 (in addition to lower-priced 2-piece Arvin ensemble); Packard Bell wood bookshelf or table unit with tambour doors which will probably sell for around $159.95 this fall; Olympic's 2-piece stereo table radio at $99.95—not to mention imported sets also displayed at Music Show.

Table stereo should be big by Christmas, and, as pointed out by virtually all speakers at EIA's radio symposium last week, it's inherently a quality, high-ticket item. To quote GE's William Clemmens, "it's not sensitive on a price basis, not an impulse purchase."

There's a potential plus in FM-stereo table radio sales—phonographs, or more properly, record players. Just as FM-AM tuner used to be a plus in phono business, now phonos can be frosting on top of radio cake. When customer has purchased good FM-stereo table radio, he's bought dual amplifier & speaker system with phono jack. He's now prospect for stereo record changer, preferably in matching cabinet. How many manufacturers recognize this and are prepared to offer changers as accessories isn't yet clear. At least one firm is exploring it. Packard Bell's tambour-door stereo radio mock-up at Music Show was accompanied by matching unit with drop-down changer, which probably will list around $99.95 extra.

Only area of FM-stereo scene where confusion is really rampant is field of outdoor antennas. Dealers don't know what to recommend. Best answer to question depends entirely on how good customer wants his

reception to be. Purists have always recommended outdoor antenna even for monophonic FM. It's more important with FM stereo—but this doesn't mean some people won't be satisfied with using TV antennas, indoor antennas, built-in antennas. FM stereo offers good opportunities to sell antennas, but many people will be perfectly happy without them, just as many viewers seem to enjoy watching poor TV pictures with indoor antennas which are inadequate to their needs.

TV-RADIO PRODUCTION: EIA statistics for week ended June 22 (25th week of 1962):

	June 16-22	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	132,763	132,617	137,655	3,170,482	2,668,569
Total radio	365,264	335,453	350,684	8,860,068	7,210,698
auto radio	135,593	122,609	110,338	3,145,527	2,290,855

NEW PRODUCTS AT NAMM: Biggest attention-getters at Music Show in N.Y. (see p. 7) were the various wall-mounted and compact stereo consoles with drop-down phonos, FM stereo table radios, GE's lightweight 16-in. Escort portable, Philco's new-design 19-in. Townhouse table model.

Aggressive importers showed that they can turn on a dime, keep close tabs on U.S. developments & trends. Two were showing mock-ups of 16-in. sets—Matsushita & Delmonico. Latter company imports products of Japan Victor, subsidiary of Matsushita. Spokesmen for both said 16-in. dummies were displayed to test dealer reaction, and that ultimate sets would probably weigh about 24 lb.

Matsushita, which now has imported about 4,000 of its 14-in. bookshelf TVs (list price $139.95), had 2 other intriguing TV products on display—14-in. battery portable TV with AM radio (we were told that any import version for U.S. would also have FM) and huge 14-in. table model color set. No plans yet to import either one.

Delmonico, on other hand, is now bringing in about 100 color sets a month, we were told by exec. vp Herbert Kabat. Presently its only set is color-phono combo at $595 list. New color table model was displayed, with no list price, and Delmonico hopes to have 3rd color set—a TV-radio-phono combo—in its new console series which uses highly styled American-made cabinetry.

One new TV import showed up—8-in. Commodore, designed to sell for less than $100 (Commodore Import Corp., 507 Flushing Ave., Brooklyn). Another was promised for fall—8-in. battery-operated transistor set, Japanese-made, $189.95 list—by Majestic International.

First battery-operated FM-stereo portable was shown by Matsushita. Two-piece set, including AM, has 10-transistor chassis in master set, 9-transistor slave unit.

Among new lines announced for first time was Westinghouse, which is promoting completely new TV chassis, rearranged & color-coded for easy servicing. Line has 16 b&w and 5 color sets, as reported last week, with "Instant On" feature in most sets. Portables list from "less than $140" to "less than $220." "Less-than" prices for other sets: 19-in. table models, $190-$270; 23-in. consoles, $200-$300; combos, $400-$750.

Olympic's new stereo & radio lines spotlight "lower-than-ever" prices—with stereo portables starting at $59.95, stereo phono-plus-AM at $169.95. Radio line features 2-piece FM-stereo radio with AM at $99.95.

Symphonic re-entered TV business with deluxe 19-in. portable designed to sell in $179.95-$189.95 bracket.

Ravenswood's exhibit drew heavy traffic with new concept which combines component & package stereo approaches. Company has 15 basic cabinets, any one of which can be sold with any of 4 record changers or turntables, 4 tuners, 3 power amplifier-speaker system combinations. Deluxe components are completely interchangeable as plug-ins and are merchandised on step-up basis. All but 2 of cabinets have space for 23-in. TV, which can be added for $249.95 or $329.95 (remote). Line includes lower-priced 500 series from $299.95 to $479.95 and custom series from $499.95 to $999.95 (without TV).

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Regina Corp., ordered by FTC to cease using list prices (Vol. 2:26 p14), will take its case to Federal Circuit Court of Appeals. Pres. Lannon F. Mead & exec. vp Robert E. Cassatt, in joint statement, charged "FTC is unfairly singling out & penalizing Regina, forcing it to abolish list prices while allowing competition to continue using them." FTC's order involves Regina list prices which are higher than prices usually charged by retailers. "If this order is made law," Mead said, "it will effectively abolish list prices. How could any company possibly establish a list price for each & every trading area? And even if that could be done, the first time a retailer changed his price we would have to revise our prices to conform."

Problems of flat-screen TV are gradually being overcome, according to progress report on panel-type display devices by E. Binggeli & Ennio Fatuzzo of RCA Labs Ltd., Switzerland, in June 29 *Electronics*. Article states that ferroelectric-electroluminescent systems have been developed capable of achieving switching rates fast enough for TV, with potential contrast of 100-1 between bright & dark spots, and capable of controlling 10,000 dots (still considerably below TV resolution).

Sears Roebuck's new fall-winter catalog lists these prices: TVs start at $114.95 for 19-in. portable, with remote-control set at $189.95, 23-in. table models at $154.95, consoles at $159.95. Stereo consoles begin at $94.95, and $119.95 with AM-FM. Five-transistor radio is $9.95, six-transistor sets begin at $12.95. Table radios start at $9.95, FM-only radios at $19.50, AM-FM at $28.95.

Jerrold Corp. is new name of Jerrold Electronics Corp., stockholders approving change at June 26 annual meeting. Jerrold Corp. will be parent of subsidiaries Jerrold Electronics, Harman-Kardon, Technical Appliance Corp. (Taco), Pilot Radio.

Trade Personals

John L. Utz, ex-Philco, joins Emerson Radio as special asst. to Pres. **Benjamin Abrams**. . . . **Robert T. Vaughan** named equipment operations gen. mgr., Philco's Lansdale Div., succeeding **Stuart L. Parsons**, resigned.

C. Vernon Phillips named GE audio products mktg. mgr., succeeding **Marshall Bartlett**, recently appointed TV mktg. mgr.

Robert G. Lynch, former equipment sales mgr., named mktg. vp, Sylvania Electronic Tube Div., succeeding **William Spink**, who left several months ago to join Perkin-Elmer.

W. Frank Wansbrough, vp-gen. mgr. of Canadian GE's appliance & TV receiver dept., elected EIA of Canada pres., succeeding RCA Victor Co. Pres. **John D. Houlding.**

C. Wesley Michaels appointed RCA Service Co. communications products planning & mktg. research mgr., a new post.

Lyle W. Evans named electroluminescence mgr., Sylvania Tube Div. . . . **Kenneth G. Bucklin** named RCA Tube Div. tube & semiconductor liaison mgr., reporting to engineering mgr. **Joseph T. Cimorelli.**

Anthony Dillon, ex-Sony, named Tokai Corp. of America exec. vp, hq at 500 Fifth Ave., N.Y.

Dr. Robert N. Noyce, gen. mgr. of Fairchild Semiconductor, elected a vp of parent Fairchild Camera & Instrument.

Arthur H. Tracy, Oxford Electric credit mgr., appointed EIA credit committee gen. chmn. for fiscal 1962-63, succeeding **Herbert M. Evans**, Tung-Sol; **Fred O. Dumke** (Switchcraft secy.-treas. & credit mgr.) named western vice chmn., **Clayton W. Barto** (Radio Condenser asst. treas. & credit mgr.), eastern vice chmn.

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RCA's highest technical honors, the David Sarnoff Outstanding Achievement Awards, were presented to Ray D. Kell, RCA Labs, for contributions to TV, and Robert Lieber, RCA Missile & Surface Radar Div., for contributions to space tracking & navigational systems. Team awards went to group which worked on kilomegacycle computers and group which developed "Cermalox" type tubes.

Distributor Notes: Philco's distribution organization, **Philco Distributors Inc.**, has purchased for undisclosed sum **Watts-Newsome Co.**, Philco distributor in Birmingham, Ala. It will be operated as a factory branch. Watts-Newsome gen. mgr. **J. D. Sullivan Jr.** & sales mgr. **D. S. McAllister** have been re-named to those posts • **Bell Sound** names **Canada Photo Products** (68 Sheffield St., Toronto) Canadian distributer for cartridge tape recorders • **Sylvania Tube Div.** names **Justin J. McCarthy** eastern regional sales mgr., **William T. Buschmann** Pacific regional sales mgr., **Robert H. Wheeler** southeastern sales rep, **Thomas E. Blackwell**, Atlanta district sales mgr. • **Admiral's** Baltimore-Washington distributor, **Legum Distributing Corp.**, will also cover 5 counties in Maryland & West Virginia formerly covered by **Kyle Distributing**, Charleston, W. Va.

Olympic Radio & TV Div.'s military activities group has been combined with Magnetic Amplifiers, another Lear-Siegler division, to form new data & controls division. Olympic Pres. Morris Sobin also will head new division.

Large increase in TV use as ad medium for TV-radio manufacturers has been noted by TvB (Television Bureau of Advertising) in first quarter of year. Gross-time billings figure at network level jumped from $565,094 in comparable 1961 period to $1,343,377 in 1962, gain of 137.7%, said TvB. Gain came from increased use of TV to sell TV sets, phonos, radios, etc., in first quarter by 2 manufacturers—RCA and Philco.

Color TV was cited as one of 4 major growth targets by retiring EIA of Canada Pres. J. D. Houlding. He told EIA annual meeting that color is "genuine growth product in U.S." and Canadian broadcasters & govt. must get "early start." Other major areas for growth, he said, are research & development, space technology & communications satellites, defense electronics.

"TV in Education," 28-page non-technical introduction to nature, operation, and requirements of open & closed circuit TV in educational applications, has been published by Sylvania for educators & school administrators. It's available from Sylvania Commercial Electronics, 730 Third Ave., N.Y.

GPE and Smith Kline & French Labs, Philadelphia-based pharmaceutical firm, have teamed for a joint effort in medical instrumentation field. Smith Kline-Precision Co. will be formed in Philadelphia, as an SK&F division, to make & sell medical electronic devices.

New Commerce Dept. publication, *International Commerce*, has succeeded old *Foreign Commerce Weekly*, which has been published under various titles since 1880. Price remains $16 yr., 35¢ per copy, $21 yr. for foreign mailing.

"Home Entertainment Retailing" is new name of *Record & Sound Retailing*. Effective with next issue, magazine will cover entire field of electronic home entertainment.

EIA-recommended standards defining dimensions of 1-in. magnetic tape coplanar cartridge available for 25¢ from EIA Engineering Dept., 11 W. 42nd St., N.Y.

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Reports & comments available: Metromedia, report, Edwards & Hanly, 100 N. Franklin St., Hempstead, N.Y. • **Electronic Associates**, report, Shearson, Hammill & Co., 14 Wall St., N.Y. 5; review, William M. Rosenbaum & Co., 331 Madison Ave., N.Y. 17 • **Reeves Soundcraft**, report, John R. Boland & Co., 30 Broad St., N.Y. 4; • **International Electronics**, offering circular, Kesselman & Co., 79 Wall St., N.Y. 5. • **Stewart-Warner**, review, Paine, Webber, Jackson & Curtis, 25 Broad St., N.Y. 4 • **CBS**, comments, Shearson, Hammill & Co., 14 Wall St., N.Y. 5 • **Bell Electronic**, review, Walston & Co., 550 S. Spring St., L.A.

Stock transactions of Magnavox officers & directors in May were garbled in our Vol. 2:26 p15 report. Here are correct figures: **Richard A. O'Connor** sold 19,800, held 185,601. **Frank Freimann** bought 5,000, gave 700 as gifts, held 585,084, including 189,838 held by a trustee. **Warren W. Frebel** bought 1,840, held 3,666. **John S. Sturgeon** bought 2,225, held 14,285.

Hoffman Electronics stockholders have approved a restricted stock option plan to issue up to 50,000 common shares to key employes through June 25, 1972. Pres.-Chmn. H. Leslie Hoffman told annual meeting that he expects 1962 earnings to "significantly exceed" 1961's $647,100 profit.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Ampex	1962—year to Apr. 30	$84,106,000[1]	——	$3,203,000[2]	$0.41	7,786,457
	1961—year to Apr. 30	70,105,000	——	(3,930,000)	——	7,718,257
	1962—qtr. to Apr. 30	25,298,000	——	1,891,000	.24	7,786,457
	1961—qtr. to Apr. 30	17,032,000	——	(2,627,000)	——	7,718,257
Hallicrafters	1962—9 mo. to May 31	51,417,000[1]	——	1,384,000[1]	.57	2,429,000
	1961—9 mo. to May 31	44,853,000	——	1,125,000	.46	2,416,800
	1962—qtr. to May 31	15,818,000[1]	——	542,000[1]	.22	2,429,000
	1961—qtr. to May 31	15,194,000	——	397,000	.16	2,416,800
Heli-Coil	1962—year to Apr. 30	8,650,325	$2,508,297	1,236,297	1.77	699,442
	1961—year to Apr. 30	7,258,132	1,836,299	904,299	1.31	690,798
Lynch Corp. (Symphonic)	1962—qtr. to Mar. 31	3,625,180	——	(234,386)	——	918,025[3]
	1961—qtr. to Mar. 31	3,915,000	——	(46,254)	——	692,772
Muntz	1962—9 mo. to May 31	8,862,321	——	783,689	.56[4]	1,409,982
	1961—9 mo. to May 31	7,088,992	——	483,075	.34[4]	1,179,876
	1962—qtr. to May 31	2,605,028	——	182,799	.13[4]	1,409,982
	1961—qtr. to May 31	1,890,591	——	78,139	.05[4]	1,179,876
Pacific Industries	1962—9 mo. to May 31	17,784,684	——	606,091	.32	1,887,239
	1961—9 mo. to May 31	12,988,921	——	1,152,586	.67	1,731,968
Tele-Broadcasters	1961—year to Dec. 31	1,178,563	——	(83,509)	——	307,451
	1960—year to Dec. 31	1,281,839	——	24,267	.04	307,451

Notes: [1] Record. [2] Includes $470,000 gain on sales of assets & equipment leases and $450,000 accrued against possible inventory obsolescence & other liabilities which didn't materialize. [3] Includes 204,470 shares issued March 1962 for 54.7% ownership of Peninsular Metal Products Corp. [4] After Preferred dividends.

Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
Howard W. Sams	Q	$0.15	July 25	July 10
Terminal-Hudson Elec.	Q	.06	July 26	June 29
Wometco—A	Q	.17½	Sept. 14	Aug. 31
Wometco—B	Q	.06½	Sept. 14	Aug. 31

Mergers & acquisitions: Fairchild Camera & Instrument has purchased for cash Nuclear Corp. of America's Central Electronic Mfrs. Div., Denville, N.J. Central Electronic, maker of high power electronic tubes & associated power devices, will become a department of Fairchild's Du Mont Electronic Tube Div. Oak Mfg. has acquired Hart Mfg., Hartford, Conn., for stock & cash and also has established a new Japanese company, Noble-Oak Ltd.

Walt Disney earnings in fiscal 1962's 3rd quarter (ending June 30) are expected to drop to 40¢-50¢ a share from $1.05 a year earlier. Treas. Lawrence Tryon said 9-month earnings, however, would rise to "around $2 a share" from $1.46 a share in year-ago period. Based on current shares, this would indicate profit of $3.3 million, up from $2.4 million. For total fiscal, ending Sept. 29, he sees earnings equal to or slightly better than fiscal-1961's $4.4 million, sales approximating fiscal-1961's $70 million.

RKO General's first-half earnings slipped to $2,436,248 from $2,664,621 in Jan.-June 1961. Consolidated first-half sales of parent General Tire & Rubber rose to record $432,751,400 from $374,086,216. Earnings increased to $11,720,164 (68¢ a share) from $11,508,190 (68) in 1961's first half.

Standard Kollsman has formed Kollsman Ordnance Mfg. Corp. in Elizabeth, N. J. to "centralize our increasing activities in the space field," Pres. James O. Burke told stockholders. New aerospace division will produce "sophisticated ordnance devices," he said. Burke also told stockholders that Standard Kollsman's 2nd quarter earnings will be "about" the same as year-ago's $945,818, but sales "may be slightly lower" than 2nd-quarter 1961's $27 million. He said "we're optimistic about sales & earnings for the remainder of 1962," noted that company expects to make one or more acquisitions before year's end.

Fairchild Camera & Instrument forecasts a 15-20% profit gain on a 15% sales rise in first half over Jan.-June 1961's $2.3-million profit on $44.6-million sales. "The 2nd half of the year should be better than the first half," reported Pres. John Carter. "Our target for the year in sales & earnings is a 20-25% increase over 1961," when Fairchild earned $5.3 million on sales & rentals of $92.3 million. Carter also noted that Fairchild is seeking acquisitions and "hopes to announce something shortly" involving cash purchase of 2 companies.

Thompson Ramo Wooldridge anticipates record sales in 1962, topping 1960's peak $420.4 million & 1961's $409 million. Pres. H. A. Shepard also expects earnings to exceed 1960's $3.13 per common share & 1961's $1.88 a share. He noted that this year's profit will be after expenditures of some 60¢ a share incurred as production costs "in getting products ready for future years." Shepard said 2nd-quarter earnings will "be very much better" than 83¢ a share earned in first quarter.

Metromedia was listed for trading on NYSE June 22. Symbol: MET.

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The authoritative service for executives in all branches of the television arts & industries

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HEW CHILDREN-TV STUDY IS POISED, veered from "juvenile delinquency" tag. Ribicoff aims to "separate fact from fancy" (p. 2).

'SUCCESSFUL' PAY-TV START in Hartford is hailed by RKO General Phonevision, which expects "no trouble" in reaching 5,000 homes by year's end (p. 2).

BRITISH GOVT. STANDS BY COMMERCIAL SYSTEM, won't accept Pilkington recommendations now, cites "practical difficulties." BBC-TV to get 2nd channel, however (p. 2).

FORD'S TIMELY ETV FOLLOW-THROUGH with $8,257,000 for NET national & international programming, WNDT N.Y., economics course (p. 3).

'CABINET SHAKEUP' AT CBS among program executives finds vp's Lawrence White resigning, Oscar Katz dropping back to daytime boss, and Allen Courtney joining CBS as No. 2 program vp. Rating struggle with NBC is in making (p. 3).

TELSTAR POISED FOR SPACE TV TEST due July 10—running 20-40-min., in experiment including phone, facsimile, data. U.S.-Europe test due week later (p. 3).

SPACE TELECAST STUDIES by RCA scientific teams point to feasibility of direct broadcasting from satellites to community viewing centers in remote underdeveloped areas (p. 4).

FTC CLUBS COLUMBIA RECORD CLUB, charges restraint of competition, deceptive price claims. Company denies charge (p. 4).

Consumer Electronics

ALL-CHANNEL TIMETABLE SHAPING UP, FCC asking industry for U-Day changeover target and noise-sensitivity recommendations. Commission drops thought of vhf-uhf performance ratio, now plans uhf performance minimum floor (p. 7).

NON-PROFIT GROUP FORMED TO UPGRADE MARKETING. Marketing Science Institute, headed by ex-RCA marketing development vp Dr. Wendell R. Smith, begins operations with $500,000 budget furnished by 29 member companies, including representatives of electronics, broadcasting, advertising (p. 7).

139 FM-STEREO STATIONS now on air in 38 states. Survey indicates 200 will be stereocasting this fall, possibly 300 by year's end. New list shows 76 stations as candidates to be on air in summer or fall. Broadcast equipment makers note tapering-off of stereo orders (p. 8).

TOPICS & TRENDS: Consumer spending seen continued at high level. Japanese TV set imports up 300% in first 6 months of 1962 (p. 10).

PUBLIC AFFILIATION CONTRACTS WEIGHED BY FCC: Public disclosure of all network affiliation contracts is due for FCC consideration shortly, it's understood.

Subject was dormant until year ago, when Rep. Celler's (D-N.Y.) Anti-Trust Subcommittee asked FCC to reexamine concept. In 1957, Celler published the contracts—shaking up industry. Subcommittee said contracts displayed "widespread, arbitrary, and substantial differences" and that "these differences primarily favor larger, multiple-station licensees vis-a-vis small, independent operations."

Senate Commerce Committee, in same year, also urged disclosure of contracts, stating: "It would seem to be a healthy thing for all affiliates to know how others are being treated when they sit down to negotiate a new agreement with their respective networks." FCC's Network Study Staff agreed: "The stations should have the benefit of this additional information as an aid to them in the bargaining process."

Networks have opposed disclosure on grounds that it would produce competitive disadvantages in a private relationship and that there may be anti-trust-violation dangers if each network knows others' contracts.

FCC staff reportedly doesn't accept these arguments, argues that disclosures would produce industry self-policing in an area wherein FCC's staff is too small to be effective. In addition, according to staff, disclosure might remove need for regulation to curb future affiliate-contract abuses. If Commission decides to explore disclosure concept, it will do it with rule-making procedure, giving industry opportunity to comment.

Meanwhile, CBS sought to persuade FCC to change its mind about incentive compensation plan, which Commission held in violation of rules (Vol. 2:23 p2, et seq.). Network filed petition for reconsideration, asserting: (1) FCC is engaging in rate-making process, something law forbids. (2) Plan doesn't have "inevitable effect" of restricting affiliates' choice of other networks' programs. In sample week of March 1960, CBS said, 27 stations had non-clearances of $19,200 under old contract. Under new "incentive" contracts in March 1962 week, network asserted, same stations had non-clearances of $19,500. Further, petition stated, ratio of non-clearances to total orders, both times, was 2.8%.

NEW CHILDREN-TV STUDY POISED: Study of children-TV relationship (Vol. 2:16 p2, 2:26 p8) by Health, Education & Welfare Dept. is officially under way—with Secy. Ribicoff's announcement of plans.

NAB Pres. Collins is now satisfied with direction study has taken—changed from proposed research into TV's possible contributions to juvenile delinquency. Said Ribicoff: "There are a great number of factors which influence the lives of children—their families, schools, communities, books, movies, and TV. Much has been said of the influence of TV, good & bad, on the behavior & lives of children. Since children spend a great deal of time in watching TV, it is our hope that we can separate fact from fancy in the variety of claims and counterclaims that surround this medium."

First step is series of conferences to: Devise ways of conducting research, recommend specific research projects on children-TV relationship, recommend projects to help TV industry develop programs.

Steering committee to plan the conferences is headed by Bernard Russell, asst. to Ribicoff, includes: Howard H. Bell, NAB (probably to be replaced by new research dir. Mel Goldberg); Hugh M. Beville, NBC; Giraud Chester, ABC; Frank Shakespeare, CBS; Dr. Ralph Garry, Boston U., Donald H. McGannon, Westinghouse Bcstg. Foundation for Character Education (Boston U.) will help finance conferences.

HARTFORD START 'SUCCESSFUL': "Enthusiastic" is best description of RKO General Phonevision executives in wake of kickoff of on-air pay-TV test in Hartford June 29. "We had 150 phone calls within an hour of first-night show, and can now count our additional applications in the hundreds," we were told in N.Y. by RKO General vp John Pinto.

Estimate of 95% of homes in panel is early figure being talked-of by RKO as percentage of Phonevision families who watched premiere-night movies bought in open theatrical market (Vol. 2:27 p2). "We won't know the real figure until tapes come in from home decoders, but we feel the figure will remain high for some time because of 'novelty value,'" admitted Pinto.

Big splash was made in Hartford by start of 3-year test. Local papers gave it yards of space, major coverage was given by N.Y. press & newsmagazines. Pinto now expects "no trouble whatever" in reaching panel-home target of 5,000 by year's end, adds that "the only difficulty will be in rate of decoder installations."

Pinto wouldn't say whether opening-night ballyhoo had opened new film sources to pay-TV test, but hinted that attitude had changed on part of one or more major hold-outs.

BRITISH GOVT. STANDS BY COMMERCIAL SYSTEM: Emasculation of British commercial TV, as recommended by Pilkington Committee (Vol. 2:27 p4), ran into stiff opposition from govt. there, as expected.

Govt. issued "White Paper" in response to Pilkington Report, stating it certainly wouldn't buy drastic proposal without much more study. However, Govt. did go along with giving BBC the next national channel, to start in 1964, and it raised hopes that commercial interests would eventually get another channel, too.

"The practical difficulties" of reorganizing commercial TV, White Paper said, "have not been fully appreciated." House of Parliament is gearing for major debate on subject.

Some of best analyses of Report have been made by *N.Y. Times'* Jack Gould. He noted that U.S. TV is

strongly denigrated—but that Report contains breakdown of only a single evening of TV, Dec. 13, 1960. And that dismisses 90-min. "Harvey" and 2-hour "Rashomon" with one-word description: "play." Said Gould:

"To omit week-end TV from the U.S. balance sheet was hardly a very sporting audit, especially since it was the only sample day's schedule to be printed in the entire report of 342 pages."

Conversion from 405 to 625-line system, recommended by Pilkington, is expected to take 6-7 years—and it's substantially tougher & more expensive job than vhf-to-uhf conversion, for example. Estimates of color-receiver costs are way out of line with U.S. figures—$2,240 at start, dropping to $700 in late 1960's.

Pilkington's thumbs-down on pay-TV is "merely the 'first round,'" shouldn't discourage toll TV proponents—according to Telemeter Pres. Louis A. Novins, just back from London. He noted that govt. originally adopted commercial TV despite recommendations against it by all except one member of a similar committee. Telemeter has been pushing pay TV in Britain with help of strong TV-movie-newspaper-financial interests.

FORD'S TIMELY ETV FOLLOW-THROUGH: Once impoverished step-child of TV, ETV is getting remarkable infusion of funds. Last week, quickly after Congress voted $32 million for station construction, Ford Foundation slugged through with $8,257,000—more than 25% of Congress' contribution which came only after years of tooth-pulling.

Ford gave National ETV & Radio Center $4.7 million for program production, international program exchange, development of Educational Radio Network. Additional $833,000 went to NET for national TV economics course for teachers in Fall 1963.

WNDT N.Y. received $2,994,000 for equipment, studies, salaries, talent, general administration. Station starts Sept. 16, running 9 a.m.-midnight. Ford grant brings its ETV gifts to $76.5 million in 10 years.

HUBBELL'S 'CABINET SHAKEUP': Continuing close rivalry between CBS-TV & NBC-TV at night has its reflection in shakeup of "cabinet" of program officials reporting to Senior Program vp Hubbell Robinson Jr. at CBS-TV. Since Robinson re-joined CBS (Vol. 2:11 p4), rating position of CBS vs. NBC at night has improved slightly, but NBC has not been further than 5% behind, and slips in & out of top place.

Major program battle is shaping up between NBC & CBS in daytime TV. In this arena, NBC has strong rating edge in mornings, CBS does well afternoons. Each network now plans to invade other's territory (CBS with daytime version of *To Tell The Truth*, NBC with new *Merv Griffin Show*, etc.).

Biggest CBS executive shift has been in daytime area with Lawrence White (vp-daytime programs) resigning and Oscar Katz (vp-network programs) dropping back to daytime programs vp to replace White. Shift of Allen D. Courtney from vp spot at MCA to CBS as top program vp (replacing Katz) under Robinson has its interesting aspects. Courtney is good friend of Robinson, having been program vp at NBC when Robinson was involved in Ford Specials and later Robinson's *87th Precinct* and *Thriller* series, which NBC bought.

There's another link, too. Robinson's production company has been represented by MCA and has had co-production status with MCA-owned Revue Productions. With spin-off of talent agency in works at MCA, Courtney may have welcomed security of vp spot at CBS.

Mike Dann remains vp-network programs, N.Y., and Bob Lewine remains vp-network programs, Hollywood, unscathed by shakeup.

TELSTAR READY FOR SPACE TV TEST: First TV transmission from satellite is now scheduled for about 7 p.m., July 10—from Bell System's Telstar to be launched by NASA. This is not the U.S.-Europe exchange (Vol. 2:26 p.3); that's due a week later, when satellite attains proper position, has been tested.

TV portion of July 10 transmission is expected to run 20-40 min., include tape and/or live material shot to satellite from Andover, Me. antenna, re-transmitted by satellite to Andover and Holmdel, N.J. In addition to TV, there will be transmissions of phone, facsimile newspicture, high-speed data. TV coverage of Andover activity will be pooled, CBS handling.

Telstar is to receive on 6,390 mc, send on 4,170 mc, emit 2¼ watts. It weighs 170 lb., is solar-cell &

nickel-cadmium-cell powered, has 1,064 transistors, 1,464 diodes—and a traveling-wave tube. Planned apogee is 3,500 miles, perigee 600. Bell is paying NASA $3 million for launching & tracking.

Telstar is an "active repeater,"—receiving, amplifying & re-transmitting—as opposed to "passive repeater" such as "Echo" balloon which is simply a signal-reflective surface.

While most of scientific community visualizes communications satellites only as relays—super-tall microwave towers, in effect—some foresee direct-to-home or direct-to-community transmissions as possibility. For latest report, see below.

RCA's ALL-OUT SPACE TELECAST STUDY: At least 5 separate intensive studies have been completed by RCA scientists to show feasibility of telecasting direct from space satellites to TV receivers in underdeveloped parts of the world. Although RCA is understood to have made no official endorsement of principle of direct telecasting from space, new research follows Gen. Sarnoff's contention last year that direct spacecasting could be important weapon against ignorance & illiteracy in underprivileged countries.

RCA's research is significant in that its conclusions seem to run counter to 2 recent public pronouncements on subject—NASA-backed Stanford Research Institute study rejecting direct spacecasting as "extravagant, unnecessary and virtually impossible" (Vol. 2:14 p3) and FCC Comr. Craven's statement that satellites' only real near-future TV value is in field of relaying to & from ground-station broadcast centers (Vol. 2:25 p3).

First RCA paper on subject of direct satellite telecast was delivered last Fall by Advanced Military Systems Dir. N. I. Korman to Atomic Industrial Forum Conference, reported in these pages (Vol. 1:9 p2).

Now it's been confirmed that study has gone far beyond Korman's original research—but it's doubtful that results will be published, at least in near future. RCA studies cover entire gamut of satellite telecasting, including transmitters, receivers and the "bird" itself.

Inconsistency between RCA and NASA studies isn't as great as would appear at first glance. RCA papers don't emphasize satellite transmission to homes—but suggest, rather, that receivers would be located in community viewing centers, perhaps one to a community in such underdeveloped continents as Africa-Asia.

Special receivers have been proposed—using ultra-reliable military-specification transistors instead of tubes for service-free operation, and capable of being operated without power lines, from batteries, solar or hand operated generators. Operation would probably be in uhf frequencies on special TV standards (FM video is proposed to eliminate interference).

Time & language barriers between continents aren't significant, since these space transmitters wouldn't broadcast regular information-entertainment programs, but would beam special educational material to groups gathered in viewing centers of specific countries. RCA studies conclude that high power wouldn't be required and that system could be in operation by late 1960's.

This special education-information TV system could penetrate deepest jungles and almost inaccessible places with continual flow of TV material—areas where it would be impossible or impractical to erect and maintain ground-based transmitters. There seems to be no reason, either, why this type of specially beamed information service couldn't co-exist with regular TV relay satellites interconnecting various national networks with regular programming. Each system is designed to accomplish different purposes.

FTC CLUBS COLUMBIA RECORD CLUB: FTC's big stick has fallen on CBS Inc. and subsidiary Columbia Record Club, which are charged with monopolistic practices & suppression of competition.

Record clubs of Columbia, RCA Victor & Capitol account for 20% of all LP sales, Columbia alone about 10%, agency claims. Through exclusive distribution arrangements with 5 other record companies—Verve, Mercury, Warner Bros., Kapp & Bernard Lowe Enterprises—FTC alleges, Columbia has "foreclosed access by actual and potential mail order competitors . . . to more than 1,000 records representing more than 450 important artists." Up to Sept. 1, 1961, agency added, CBS had pressed about 6,685,000 LPs under these licensing agreements.

FTC also charged Columbia with having power to exclude over-the-counter dealers from competition

by charging club members less for records than dealers. Club members get first 6 records for total of $1.89, next 6 for $3.98 each, for average of $2.14 each, exclusive of mail & handling charges, Commission pointed out. Dealers, however, are charged $2.47 each, with specials occasionally as low as $2.22. Company also was cited for making "deceptive pricing and savings claims" to club members.

CBS promptly denied charge, said its activities have been "fully reviewed and approved by counsel." Columbia Records Pres. Goddard Lieberson said club has "given broad exposure" to competitors' products & artists and has stimulated competitors' sales. He also denied club advertising is deceptive, said pricing practices didn't result in higher prices to dealers than members.

CURRENT CAPSULES

High hopes for relief from political equal-time provision of Communications Act will be riding with star-studded lineup of witnesses at Senate hearings beginning July 10. Communications Subcommittee headed by Sen. Pastore (D-R.I.) will consider number of pending bills to suspend, modify, or repeal Sec. 315. Witnesses: Sen. Clark (D-Pa.); William Thayer & Paul Porter, representing White House Commission on Campaign Costs; CBS Pres. Frank Stanton; NBC Chmn. Robert Sarnoff; Sen. Williams (D-N.J.); NAB Pres. Collins; Lazar Emmanuels, representing several broadcasters; Clarence Mitchell, NAACP; Peter Strauss, radio WMCA N.Y.; Norman Thomas, Socialist Party; FCC; Lar Daly, America First Party; Norman Karp, Socialist Labor Party; Lawrence Speiser, ACLU; Mayor Bernard Rogers, Dunnellen, N.J.; Richard Cheverton, Radio-TV News Directors Assn.

Stations can't extend coverage via vhf translators, FCC decided in finalization of rules effective Aug. 15. Commission's explanation of new rules: "Specifically the TV station licensee will not be permitted to operate a vhf translator within its Grade A or Grade B contour where the translator is intended to provide reception to all or part of a community located within the Grade A contour of any other TV station and the programs rebroadcast by the translator would duplicate all or part of the programs broadcast by such other TV station or stations." However, station is permitted to operate vhf translator to improve its signal within its own "principal city service contour." Foregoing restrictions don't apply to vhf translators owned by local groups or communities—only to TV station operators or organizations they support.

Free public affairs & informational programs will be offered by NBC to countries planning TV. Under 2-year "Operation: Documentaries" project, prints of NBC-TV series such as *White Paper* and *Project 20* will be made available for only mailing & print costs. First recipients: Kenya, Sierra Leone, Jamaica, Aden, Tanganyika, Gibraltar, Uganda.

Interim CP in Rochester has been granted to Ch. 13 of Rochester Inc., comprising 8 applicants. Grantee aims for Fall start. Officers: Harper Sibley Jr., chmn.; Richard Landsman, pres.; Leon Halperin, vp; Dennis Livadas, secy.; William N. Posner, treas. The applicants: Flower City, Genesee Valley, Star, Community, Heritage, Main, Federal, Citizens. Not included are Rochester Telecasters and Rochester Area Educational TV Assn., which plan to share time.

TV-radio can't touch newspapers when it comes to providing news, is theme of clever campaign by *St. Louis Globe-Democrat*. Paper, which recently got raking over by KMOX-TV (Vol. 2:27 p5), mailed 20,000 reprints of June 1 issue, with all items not on TV or radio that night tinted red. Paper also is running full-page ads extolling its virtues & civic spirit. Newspaper owns about 23% of KTVI there.

AFL-CIO has protested to FCC against radio WBRC Birmingham, which recently dropped nightly news broadcasts of Edward P. Morgan. Station claimed it merely wanted to carry baseball games instead. AFL-CIO, sponsor of Morgan, declared station's motive "is to shut off one of the few remaining sources of free and critical comment available to Birmingham citizens." Union asked Commission to investigate.

Radio WBNX N.Y. was slapped with $10,000 forfeiture by FCC for violations including: (1) Broadcasting paid matter without announcing fact. (2) Failure to identify sponsors. (3) Broadcasting foreign language programs for time brokers without filing copies of contracts. (4) Incorrect station identifications. (5) Failure to maintain proper logs. Station has 30 days to answer.

Broadcast Promotion Assn. fall convention is scheduled Oct. 29-31 at Holiday Inn Central, Dallas.

Personals

Ward L. Quaal, WGN-TV Chicago exec. vp & gen. mgr., and KDAL-TV Duluth pres., elected pres., Broadcast Pioneers, N. Y., succeeding WKTV Utica pres. & gen. mgr. **Gordon Gray** . . . **G. Bennett Larson**, former KTVT Salt Lake City pres. & gen. mgr., named Blackburn & Co. associate, Beverly Hills.

Mike McCormick, ex-WHAS-TV Louisville, named KPLR-TV St. Louis sales mgr. . . . **Robert L. Nelson** promoted to promotion dir., KNXT Los Angeles & CBS-TV Pacific Network, succeeding **Austin Heywood**, resigned . . . **Bill Johns**, ex-KTVT Ft. Worth, named KCOP Los Angeles news dir.

Robert E. Petrie promoted to WTMJ-TV Milwaukee program mgr. . . . **Gregory Heimer**, ex-educational WJCT Jacksonville gen. mgr., named educational WQED & WQEX Pittsburgh operations & programming dir.

Peter A. York, ex-Amalgamated Electric Corp. marketing services mgr., elected Bureau of Broadcast Measurement exec. vp, Toronto . . . **Grant Smith** promoted to H-R TV midwestern TV sales mgr., Chicago . . . **Robert J. Nissen**, educational KQED San Francisco chief engineer, named to similar post at educational KETC St. Louis.

Charles E. Anderson & Norman R. Grusby promoted to Schwerin Research vps . . . **Malcolm P. Murphy**, ex-Gorham Co. research dir., named associate dir., Schwerin evaluation-sales analysis div.

Donald Quayle, ex-radio WGBH(FM) Boston asst. gen. mgr., named NET radio services dir., a new post covering NET's new radio div. made possible by Ford Foundation grant . . . **E. T. Brown** promoted to Sports Network's National Video Tape Productions color specialist.

Albert G. Hartigan, ex-ABC Films eastern div. mgr., named vp-gen. mgr., Video House Inc., new TV production-distribution firm (48 W. 48th St., Circle 6-2425).

Robert Pellet, ex-newspapers & PR, named project dir., N.J. Educational TV Corp.; CBS-TV's **Ellis K. Dahlin** and ABC-TV's **Merl Worster** named to engineering advisory committee.

H. Taylor Vaden, ex-WJZ-TV Baltimore advertising & sales promotion mgr., named WFIL-TV & WFIL Philadelphia advertising & promotion dir. . . . **Miss Dudley Harmon**, ex-Smith College news dir., ex-UP, named CBS News Washington information mgr.

Lawrence L. Goldwasser, ex-Elliot, Unger & Elliot, named Tele-Video exec. vp . . . **John T. Bradley** promoted to H-R TV Eastern TV sales mgr., N.Y.

Obituary

David H. Booher, 52, WJXT Jacksonville gen. sales mgr., died there July 1. Prior to joining WJXT in 1948, he was vp in charge of radio WMBR Jacksonville.

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Govt. control of TV & motion pictures was advocated by Msgr. Jean Bernard, International Catholic Cinema pres., in address at Fordham U. "We are dealing here with an abuse," he said, "with something unfair, with an excess on the part of a film or TV producer, and it is easily conceivable that government consider itself authorized and even obliged to apply some restraint." He warned, however, against the state monopolizing communications media for its own purposes.

New CBS daytime rate structure became formal fact to agencies & advertisers last week in letter from William H. Hylan, senior sales vp. Changes are effective Jan. 1, 1963 and are reflection of what was told to CBS-TV affiliates at recent annual meeting (Vol. 2:19 p1). "We believe our afternoon advertiser will find the new plan easy to understand," said Hylan. New rate policy, capsuled: (1) Old volume & dollar discounts (rate contiguity, weekly station-hour, annual rebate) are dropped. (2) Discounts are now "built-in" to daytime price. (3) On surface, new daytime prices look lower (51 quarter hours or less in contract year now sell for 15% of Class A hourly rate as against old price of 20%), but generally work out about same for daytime advertisers because of scrapped discounts. (4) Affiliates will be paid less by network than formerly on daytime buys (Mon.-Fri. noon-5 p.m.; Sat. 10 a.m.-1 p.m.). Revision of nighttime discounts was announced earlier this year by CBS-TV (Vol. 2:11 p3). Daytime rate structures of ABC-TV & NBC-TV are essentially unchanged, despite CBS move, and still involve old-line discount structure.

Network TV gross time billings totaled $63,330,106 in April, up 10.6% from April, 1961's $57,282,980. Billings for first 4 months this year were $257,948,482, 11.3% higher than last year's $231,719,378. ABC's Jan.-April 1962 billings totaled $67,431,762, 6.7% higher than year ago's $63,205,850; CBS picked up 14.6%, $86,367,541 to $98,981,996; NBC rose 11.4%, $82,145,987 to $91,534,724. Daytime billings for first 4 months this year were $81,139,033, an increase of 14.4% over last year's $70,924,144. Nighttime billings were up 10%, from $160,795,234 to $176,809,449.

"New surge in TV enthusiasm," in U.S. and abroad, may occur with advent of international TV, Time-Life Bcstg. vp Sig Mickelson writes in Spring *Quarterly Review of Public Relations* (Box 114, Springfield, Va.). "Throughout most of the free world," he writes, "there is a mounting anticipation of overseas TV which promises national hospitality at the control switch. There is also general agreement that the medium is likely to both improve human understanding around the world and provide new business communication facilities that are certainly in tempo with such movements as the European Common Market and expanding export-import trade."

Ch. 71 translator in LaSalle, Ill. has been granted to Midwest TV, operator of WMBD-TV (Ch. 31) Peoria, which it will repeat, and WCIA (Ch. 3) Champaign. CP was awarded over objection of WICS (Ch. 2) Springfield, which conceded that translator wouldn't give it direct competition but maintained that WCIA & WMBD-TV would be strengthened. FCC said grant wouldn't increase WCIA & WMBD-TV dominance "significantly" and that translator would bring 3rd competitive uhf to LaSalle. Comrs. Minow & Bartley dissented.

Seven new regional editions in U.S. & Canada will be launched in September by *TV Guide*. Present single Va., Ala. & Ill. editions will be split into 2 editions each, and La.-Miss. edition will be made into 2 separate editions.

White House is still mum on appointment to FCC—hasn't reappointed Comr. Cross, hasn't nominated Broadcast Bureau Chief Kenneth Cox or anyone else. Cox is still considered due for nod, probably this week.

New Monterey, Cal. CATV system will be built for Alarm Corp., Carmel, Cal., by Entron subsidiary Systems Construction Corp.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

ALL-CHANNEL TIMETABLE SHAPING UP: With both EIA and FCC anxious to move on all-channel-receiver bill implementation, they've set up tight schedule. FCC has asked EIA to come up within week or so with a suggested "U-Day" target—date after which all sets must be all-channel. Next, EIA has called an all-industry engineering session for Aug. 7—to devise uhf tuner noise & sensitivity figures acceptable to FCC.

FCC staff plans to give its recommendations to Commission on Aug. 22. In recent FCC-industry engineering meeting, Commission was told that designs for next Spring's sets are now fixed, so that the U-Day switchover must come later.

An important change in FCC's thinking about standards has developed. Up to now, it has been planning to require no minimum uhf tuner performance; instead, it had considered a ratio between vhf & uhf tuners in same set—good vhf & uhf, poor vhf & uhf, or anything in between—figuring competition would see to it that uhf tuner was adequate. However, we're told, Commission has found that performance of some vhf sets, designed for metropolitan area usage only, is such that comparable uhf performance just wouldn't be adequate. On other end, some vhf sets are so good that their manufacturers would be forced unfairly to use uhf tuner of extraordinary capability. Hence, current FCC plan is to establish a straight minimum-performance uhf floor.

Assuming current spirit of cooperation prevails all the way through, FCC is thinking of starting rule-making in Sept., giving industry some 30 days to comment on proposals, 20 days for replies—with final rules issued by end of year. Effective date of such rules depends on what FCC accepts as "reasonable," based on industry recommendations. Commission hopes to bypass time-consuming hearings.

Another recent FCC conclusion: Uhf tuner with replaceable strips, providing several uhf channels in addition to 12 vhf, will not be acceptable. FCC considers law as mandate to require that all sets be equipped to receive all 82 channels.

NON-PROFIT GROUP FORMED TO UPGRADE MARKETING: Scientific approach to marketing, to give it precise direction & greater effectiveness at lower costs, is being sought by a newly-formed organization whose charter members include representatives of electronics, broadcasting and advertising.

Marketing Science Institute, headquartered in Philadelphia, has completed organizational phase and "our job now is to become operational," we were told last week by Pres. Dr. Wendell R. Smith, onetime (1959-62) RCA staff vp for marketing development. MSI begins life with an annual budget of more than $500,000, furnished in equal parts by 29 underwriting companies that read like Who's Who in Business: Argus Corp. Ltd.; Armour & Co.; Bell Telephone of Pa.; Booz, Allen & Hamilton; Campbell Soup; Champion Paper; Chesebrough-Pond; CBS Inc.; Container Corp.; Dupont; Eastman Kodak; Ford Motor; GE; General Foods; Goodyear Tire; IBM; S. C. Johnson; Lever; Arthur D. Little; Monsanto Chemical; Reynolds Metal; Scott Paper; Sears Roebuck; Shell Oil; Smith Kline & French Labs; J. Walter Thompson; Time Inc.; United Air Lines; Young & Rubicam.

"There is an obvious gap to be filled in the marketing area," Dr. Smith said. "We have a need to collate, to organize, to develop, to originate an organized & integrated theory of marketing that will be developed in response to our need for norms, for diagnostic tools, that will give a sense of direction to, and make more orderly, the process of marketing problem solving. I think it is clear that applied research in engineering, manufacturing and finance is only as good or bad as the basic or fundamental research upon which

it is based. Marketing has tended to fall somewhat behind the parade because of its unsatisfied need for such a base."

MSI's findings will be made available generally, Dr. Smith said, adding: "The amazing thing is that the underwriting companies have taken this unselfish viewpoint. We're a nonprofit organization seeking a scientific foundation for marketing so that companies—all companies—can initiate their own applied research of their particular marketing problems at a higher level."

Fluidity of electronics market emphasizes need for researched marketing data, he said. "Electronic parts houses represent a very volatile market today," Dr. Smith explained. "In earlier days, the oldtime parts houses were all about the same. Today, we've splintered into numerous branches—discount houses, the operations typified by Radio Shack, the closed door companies, and so on. The things we have to find out are how this came about, how and why we are responding to these new marketing trends, and what we can expect in the future."

Similar problems beset makers & marketers of home electronic instruments. Channels of distribution are changing all the time, Dr. Smith noted. "Today, in this changing marketing world, manufacturers must operate from a sound scientific base to develop precise answers to such vital questions as marketing allocations, the amount and kind of promotional effort required to support TV, radio and phonograph products, proper use of advertising, and so on." Dr. Smith emphasized that "marketing planning is being forced on many firms, whether they like it or not, by the high cost of research & development and the relatively long pay-off period involved in entering new areas of opportunity. Never has the responsibility placed upon marketing been so great. The need to shore-up its scientific foundation is urgent."

TV-RADIO PRODUCTION: EIA statistics for week ended June 29 (26th week of 1962):

	June 23-29	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	136,463	132,763	132,326	3,300,720	2,801,136
Total radio	361,895	365,264	324,846	9,253,290	7,537,290
auto radio	136,649	135,593	93,187	3,281,806	2,381,791

139 STATIONS NOW BROADCASTING STEREO: There are now 139 stations devoting at least part of program day to stereo broadcasts. This fall, number should increase to 200—with some 300 stereocasting stations on air by year's end.

This is how FM stereo picture looks on basis of up-to-minute survey, reflecting starts & changes up to press time—close of business Fri. July 6. Latest lists of stations now on air in stereo and preparing to start by fall reveal interesting trends:

Stations on air are located in 38 states and D. C., and locations indicate that stereocasting is no longer "big-city" medium. Most major markets are included in stations already on air, although our list of 76 stations preparing for stereo by fall shows more important new markets ready to open up.

In list of stations preparing to go stereo, you'll notice network-owned FM outlet for first time—NBC's WMAQ-FM Chicago. Both ABC & CBS are studying possibilities of converting some or all of their owned FM stations to stereo. Meanwhile, non-commercial FM outlets, such as Okla. State U.'s KOSU-FM in Stillwater and N.Y. City's municipal WNYC-FM are also getting ready. And 2 cities—Chicago & Seattle—have 5 stereo stations each.

Lists were compiled from best possible sources, including—but not limited to—manufacturers of FM transmitters & stereo generators. Most transmitter manufacturers have caught up with order backlogs for stereo gear and are now able to make quick delivery.

One expert appraisal of future of FM stereo came from Gates Radio Co. sales vp Larry J. Cervone, who forecast about 300 stations stereocasting by year's end, another 300 starting next year, with about 50% of all FM stations operating in stereo by end of 1963. Some other equipment makers disagree, saying orders have dwindled and further stereo growth will come only with purchase of complete new transmitters by existing or new stations.

FM stereo is becoming international. At least 6 Canadian stations are now equipped for it, and ship-

ments are being made to Colombia, Venezuela & Saudi Arabia. U.S. FM multiplex stereo standards probably will be adopted for Europe, too. Recent meeting in Germany of a commission of CCIR (International Radio Consultative) voted to recommend U.S. standards to next plenary session of full CCIR in New Delhi next January.

Our list of 139 stations now stereocasting in U.S. and 2 in Canada shows more stations on air than FCC's own list—which is incorporated in ours. Divergence is due to time lag in reports to & from FCC.

The 2nd list, showing 76 U.S. & 4 Canadian stations which should be on air in fall, is most accurate we could compile. It's not all-inclusive—there will be others going on air not on this list—but we believe we have weeded out deadwood, and all stations on list are in bona fide preparation for stereocasting. Many have already received stereo equipment; others have it on order.

These lists should prove valuable in marketing efforts, as they show many new FM-stereo areas on air or upcoming.

STATIONS BROADCASTING IN FM STEREO

ALABAMA
Birmingham — WCRT-FM, WSFM

ALASKA
Anchorage — KBYR-FM

ARIZONA
Phoenix — KEPI, KNIX
Sun City — KTPM

CALIFORNIA
Beverly Hills — KCBH
Fresno — KCIB, KXQR
Garden Grove — KGGK
Los Angeles — KFMU, KMLA, KRHM
Monterey — KHFR
Riverside — KDUO
Sacramento — KSFM
San Diego — KGB-FM, KLRO, KPRI
San Francisco — KBAY-FM, KPEN, KSFR
San Jose — KSJO-FM
San Luis Obispo — KVEC-FM
Santa Barbara — KMUZ
Santa Maria — KEYM
Ventura — KUDU-FM
Visalia — KONG-FM
Walnut Creek — KWME

COLORADO
Colorado Springs — KLST

CONNECTICUT
Brookfield — WGHF
Meriden — WBMI

DELAWARE
Wilmington — WJBR

DISTRICT OF COLUMBIA
Washington — WASH

FLORIDA
Cocoa Beach — WRKT-FM
Coral Gables — WVCG-FM
Ft. Lauderdale — WFLM
Miami — WAEZ
Orlando — WHOO-FM
Pensacola — WPEX-FM
St. Petersburg — WTCX
Sarasota — WYAK

GEORGIA
Athens — WGAU-FM
Atlanta — WKLS

HAWAII
Honolulu — KAIM-FM

ILLINOIS
Chicago — WEFM, WFMQ, WFMT, WKFM, WSBC-FM
Quincy — WGEM-FM
Rock Island — WHBF-FM

INDIANA
Columbus — WCSI-FM
Indianapolis — WISH-FM

IOWA
Des Moines — KDMI

KANSAS
Lawrence — KANU

KENTUCKY
Lexington — WVLK-FM

MARYLAND
Bethesda (Washington, D. C.) — WHFS
Towson (Baltimore) — WAQE-FM

MASSACHUSETTS
Boston — WBCN
Lynn — WUPY
Waltham — WCRB-FM

MICHIGAN
Detroit — WDTM, WGPR-FM, WLDM, WOMC
East Lansing — WSWM
Grand Rapids — WJEF-FM, WOOD-FM
Midland — WQDC

MINNESOTA
Minneapolis — KWFM, WAYL

MISSOURI
Joplin — KSYN
Kansas City — KCMO-FM
St. Louis — KCFM, KSHE
Springfield — KTXR

NEBRASKA
Omaha — KQAL-FM

NEW JERSEY
Dover — WDHA-FM
Long Branch — WRLB

NEW YORK
Babylon, L. I. — WQMF
Fresh Meadows, L. I. (N.Y.C.) — WTFM
New York — WQXR-FM
Rochester — WCMF
Schenectady — WGFM
Syracuse — WSYR-FM

NORTH CAROLINA
Burlington — WBBB-FM
Greensboro — WMDE

OHIO
Barberton (Akron) — WDBN
Canton — WCNO
Cleveland — WDGO, WNOB
Columbus — WBNS-FM
Findlay — WFIN-FM
Kettering — WKET-FM
Middletown — WPFB
Portsmouth — WPAY-FM

OKLAHOMA
Tulsa — KOCW

OREGON
Eugene — KFMY, KWFS-FM
Portland — KGMG, KPFM
Springfield (Eugene) — KEED-FM

PENNSYLVANIA
Braddock (Pittsburgh) — WLOA-FM
Johnstown — WJAC-FM
Philadelphia — WFLN-FM, WHAT-FM, WIFI
Pittsburgh — WKJF

RHODE ISLAND
Providence — WPFM, WXCN

SOUTH CAROLINA
North Charleston — WKTM
Spartanburg — WSPA-FM

TENNESSEE
Nashville — WNFO-FM
Tullahoma — WJIG-FM

TEXAS
Austin — KTBC-FM
Beaumont — KHGM
Corpus Christi — KTOD-FM
Dallas — KIXL-FM
Houston — KFMK, KODA-FM, KRBE
Port Arthur — KFMP
Wichita Falls — KNTO

VIRGINIA
Martinsville — WMVA-FM
Norfolk — WTAR-FM, WYFI
Richmond — WFMV
Roanoke — WSLS-FM

WASHINGTON
Seattle — KETO-FM, KGMJ, KISW, KLSN, KZAM

WEST VIRGINIA
Charleston — WKNA

WISCONSIN
Milwaukee — WFMR, WMKE, WTMJ-FM
West Bend — WBKV-FM

CANADA
Toronto — CFRB-FM, CHFI-FM

STATIONS PREPARING FOR STEREO
(Summer or Fall)

ALABAMA
Huntsville — WAHR, WNDA

ARIZONA
Tucson — KSOM

CALIFORNIA
Coachella — KCHV-FM
Los Angeles — KBMS, KPOL-FM
Oceanside — KUDE-FM
Palm Springs — KDES-FM
San Francisco — KBCO, KAFE
Turlock — KHOM
Woodland — KATT

COLORADO
Denver — KFML-FM
Manitou Springs — KCMS-FM

FLORIDA
Cocoa Beach — WXBR
Gainesville — WRUF-FM

GEORGIA
Columbus — WRBL-FM

IDAHO
Boise — KBOI-FM

ILLINOIS
Chicago — WMAQ-FM

INDIANA
Evansville — WIKY-FM

KANSAS
Wichita — KCMB-FM

KENTUCKY
Louisville — WLVL

LOUISIANA
Monroe — KMLB-FM

MAINE
Caribou — WFST-FM

MARYLAND
Bethesda (Washington, D. C.) — WJMD

MASSACHUSETTS
Worcester — WTAG-FM

MICHIGAN
Detroit — WABX

MISSOURI
St. Joseph — KUSN-FM
St. Louis — KWIX

NEVADA
Las Vegas — KORK-FM

NEW JERSEY
Atlantic City — WFPG-FM
Paterson — WPAT-FM
Trenton — WBUD-FM

NEW YORK
Buffalo — WYSL-FM
New York — WNYC-FM
Pachogue, L. I. — WPAC-FM
Riverhead — WAPC-FM
Utica — WUFM

NORTH CAROLINA
Hickory — WIRC-FM

OHIO
Cincinnati — WAEF-FM
Cleveland — WDOK-FM
Cleveland Heights — WCUY
Columbus — WMNI-FM
Dover — WJER-FM
Port Clinton — WRWR-FM
Springfield — WBLY-FM
Toledo — WTOL-FM

OKLAHOMA
Oklahoma City — KFNB
Stillwater — KOSU-FM

PENNSYLVANIA
Chambersburg — WCHA-FM
Philadelphia — WDVR, WQAL
Pittsburgh — WWSW-FM
Warren — WRRN
Wilkes-Barre — WYZZ

SOUTH CAROLINA
Beaufort — WBEU-FM
Seneca — WSNW-FM

TENNESSEE
Lebanon — WCOR-FM

TEXAS
Amarillo — KCHO
Dallas — KRLD-FM, KSFM, KVIL-FM
Ft. Worth — WBAP-FM
Houston — KQUE, KXYZ-FM
Midland — KNFM

VIRGINIA
Richmond — WCOD

WASHINGTON
Seattle — KGFM
Tacoma — KLAY-FM

WISCONSIN
Eau Claire — WIAL
Green Bay — WBAY-FM
Madison — WISM-FM, WMFM

PUERTO RICO
Rio Piedras (San Juan) — WFID

CANADA
Kamloops, B. C. — CFFM
Ottawa, Ont. — CFRA-FM
Montreal, Que. — CFCF-FM
Quebec, Que. — CHRC-FM

TOPICS & TRENDS

"High level of spending" by consumers should continue, according to latest findings of U. of Michigan Survey Research Center. On basis of survey in late May after stock market decline had begun, Center made these conclusions: (1) Consumer is "soberly optimistic" and not afraid to buy. (2) "Fewer people indicate that they have economic worries." (3) Americans seem satisfied with assortment & prices of goods and disposed to continue spring's high level of spending. (4) Consumers feel now is "good time to buy" and outlook is more favorable than year ago for sales of major consumer goods. (5) Nevertheless, consumer is "not in an exuberant state of mind" and weakening of optimism about business is especially pronounced among consumers with incomes of $7,500 or more.

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More than 32,000 TV sets were imported from Japan in first 6 months of this year, a more than 300% increase over 9,000 in same 1961 period. Largest importers of TV, in order: Delmonico, Sony, Matsushita.

Steady increase in Japanese exports to U.S. continued in this year's first quarter, meanwhile, according to Japanese govt. figures. They show 11,039 TV sets exported during the period, up from about 5,422 in first quarter 1961. Exports of radios with 3 or more transistors doubled to 1.3 million from 620,000 in year-ago period. Tube radios rose to 376,378 from 300,527, "toy" radios to 896,108 from 744,497. Breakdown of TV exports shows 7,070 were tube-type sets, 3,967 transistorized.

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NAMM's Music Show set attendance record for a N.Y. show—11,515—but figure was lower than last year's all-time high of 11,878 at Chicago. Total of 4,219 buyers was included in this year's figure, a record for any Music Show.

Trade Personals

Ellis Friedman, ex-Trav-Ler Radio exec. vp and brother of Trav-Ler pres. Joe Friedman, joins Magnavox as vp & mfg. co-ordinator.

Dan J. Cuddy named Packard Bell financial planning dir.

Herbert A. Poole, RCA Service Co. ad & sales promotion mgr., heads enlarged department which consolidates all product & service advertising activities.

Gene M. Brown and **Audrey Dutoit**, both formerly of Olin Mathieson, appointed Magnavox public relations dir. & publicity mgr., respectively, headquartering at 270 Park Ave., N.Y. . . . **Geoffrey M. Langdon** promoted to credit mgr., Philco international div., succeeding **John R. Konz**, resigned.

Robert G. Lynch appointed Sylvania Tube Div. mktg. vp. . . . **Charles A. Sereno** named mktg. vp of General Precision's GPL Div., a new post.

Alfred Strogoff appointed Adler Electronics exec. vp; **Lawrence I. Marks** Finance Div. vp; **Charles P. Johnson** Govt. Products Div. vp.

J. Cameron Gordon elected Seeburg Corp. exec. vp & sales dir.; **Leonard Gross** elected exec. vp in charge of operations.

Thomas E. Davis appointed Ampex sales & service mgr., succeeding **John Jipp**, resigned.

Obituary

Homer L. Travis, 54, Kelvinator sales vp, died July 1 at Harper Hospital, Detroit, after heart attack. Widely known in major appliance field, Travis also was pres. of National Electrical Mfrs. Assn. and had been 3-time chairman of American Home Laundry Mfrs. Assn.

Oak Mfg. will produce in Japan TV & radio tuners for U.S. market. It has formed jointly-owned company, Noble-Oak Ltd., with Teikoku Tsushin Co. Latter will own 51% of new firm, Oak 49%. Pres. Everitt A. Carter said he expects Oak's 2nd-quarter earnings to more than double to "approximately $300,000 or more than 43¢ a share" from $120,608 (18¢) in April-June 1961. Net sales will be "close to $8 million"—up from $5.8 million a year ago. Re the new Japanese firm, Carter said: "We have already leased a modern 2-year-old plant with an employment force of 250 from Teikoku Tsushin and operations will begin in 60 days, with initial tuner shipments scheduled for December." Initial tuner production is slated to reach minimum of 250,000 units annually within first year. Carter will be Noble-Oak's chmn.; pres. will be K. Kikichi, head of Teikoku Tsushin. Oak vp Charles R. Rowe has been named pres. of Oak-Japan Ltd., export-import firm formed in Tokyo to serve as Noble-Oak's marketing affiliate.

Varian Associates sales & earnings in 1962's 3rd fiscal quarter (ended July 1) will be "substantially" higher than the $635,312 (11¢ a share) earned on sales of $15 million in year-ago period. Pres. H. Myrl Stearns said recent stock market break "hasn't had any effect on our business at all." He still expects sales of more than $70 million in the fiscal year ending Sept. 30—up from $58 million in fiscal 1961. "The trend is right and I see no reason to change the estimate," he said.

Officers-&-Directors stock transactions as reported to SEC for May:

Allied Artists. Roger W. Hurlock bought 2,100, held 32,200.

Ampex. Robert L. Pappas bought 1,000, held 1,039. Dr. F. E. Terman bought 250, held 400.

Amphenol-Borg. Richard Sarsct bought 100 in April, held 150.

Avnet Electronics. Charles L. Morse Jr. sold 1,000, held 500.

Capital Cities Bcstg. John P. McGrath bought 1,600 in April, held 39,666. Donald A. Pels bought 500, held 2,500. Lowell Thomas bought 3,200 in April, held 116,767.

CBS. Merle Jones bought 2,500 in April, held 2,612.

Motorola. Charles E. Green sold 500, held 2,020.

Paramount Pictures. Y. Frank Freeman bought 300, held 1,750.

RCA. E. W. Engstrom bought 4,000, held 10,301. R. W. Sarnoff bought 3,183, held 17,244.

Reeves Bcstg. & Development. H. L. Petersen bought 300, held 1,430.

Rollins Bcstg. J. W. Rollins bought 100, held 3,400.

Screen Gems. William Dozier bought 200, held 1,300. Russel Karp bought 200, held 700.

Thompson Ramo Wooldridge. Ralph P. Johnson sold 100, held 11,630. Dean E. Wooldridge sold 500, held 38,643.

Trans-Lux. Jay Emanuel bought 1,000, held 17,000.

Trav-Ler Radio. Joe Friedman bought 2,000, held 299,511.

Warner Bros. Benj. Kalmenson sold 500 in April, sold 13,300 in May, held 66,200. Herman Starr sold 4,900, held 25,100. Jack L. Warner bought 4,500, held 1,129,560.

Zenith. Francis W. Crotty bought 630, held 3,165.

Distributor Notes: Olympic Radio & TV appoints Radio & TV Distributing (116 N. Hill St., South Bend, Ind.) distributor for Indiana & southern Michigan; **J. E. McMurray Distributing Co.** (212 Grandville Ave., S.W., Grand Rapids, Mich.) for western Michigan.

Electrical Examining Operation has been established in Patent Office, headed by career officer Norman Evans. Operation will have 6 groups: Information Storage & Retrieval (headed by Walter W. Burns Jr.); Information Transmission (Stephen W. Capelli); Electric Power (Max L. Levy); Electronic Component Systems & Devices (Bennett G. Miller); Electrical Elements (Eli J. Sax); Electrical Radiation & Instruments (Frederick M. Strader).

Four TV repair firms in Washington, D. C. area agreed to FTC consent order forbidding misrepresentation of used picture tubes or other products as new. Langley TV Inc., Belmont Electronics Inc., Belmont of Virginia Inc. & Belmont Radio & TV Service also agreed to disclose when tubes are rebuilt or contain used parts and to end claiming merchandise as guaranteed unless details of guarantee are clearly specified.

Industrial Electronic Hardware sales climbed to more than $1.5 million in fiscal quarter ended June 30—up from $1 million a year ago. Chmn. Bernard Offerman forecast sales of $6.5-7 million in 1963 fiscal year, ending next March 31—compared with $4.8 million in fiscal 1962.

Hong Kong transistor radio exports to U.S. are worrying Japanese, who plan to ask British to impose curbs. Kyodo news agency reports sets assembled in Hong Kong with cheap labor are underselling Japanese radios in U.S.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
AT&T	1962—year to May 31	$8,673,152,000	—	$1,332,774,000[3]	$5.65	235,887,000
	1961—year to May 31	8,113,340,000	—	1,240,547,000	5.52	224,767,000
	1962—qtr. to May 31	2,242,430,000	—	346,857,000[3]	1.47	236,160,000
	1961—qtr. to May 31	2,083,511,000	—	316,170,000	1.37	231,346,000
Corning Gloss	1962—24 wks. to June 17	118,904,523[3]	$24,793,015	13,528,015[3]	1.98[4]	6,789,000
	1961—24 wks. to June 18	95,886,554	19,178,963	10,671,963	1.56[4]	6,775,955
Desilu Productions	1962—year to Apr. 30[1]	14,000,000	—	600,000[2]	.60	1,155,940
	1961—year to Apr. 30	19,800,000	—	319,146	.28	1,155,940
Nework Electronics	1962—9 mo. to May 31	16,788,199	—	294,441	.36	—
	1961—9 mo. to May 31	9,727,068	—	189,177	.29	—
	1962—qtr. to May 31	6,091,761	—	109,408	.14	—
	1961—qtr. to May 31	3,035,546	—	56,565	.09	—
A. C. Nielsen	1962—9 mo. to May 31	29,575,945	—	2,124,529	1.24	1,710,000
	1961—9 mo. to May 31	26,561,467	—	1,860,179	1.09	1,710,000
Outlet Co. (WJAR-TV Providence)	1962—qtr. to Apr. 28	4,211,692	499,007	239,074	.48	491,700
	1961—qtr. to Apr. 28	4,194,314	412,206	200,386	.40	491,700
Stanley Warner	1962—39 wks. to May 26	101,422,850	3,992,588	2,267,588	1.11	2,033,924
	1961—39 wks. to May 26	99,796,652	6,160,477	3,285,477	1.62	2,026,374
	1962—13 wks. to May 26	34,051,600	1,217,603	707,603	.34	2,033,924
	1961—13 wks. to May 26	34,928,939	1,708,650	938,650	.46	2,026,374

Notes: [1] Approximate. [2] Includes about $300,000 "extraordinary income" from sale of a TV show property. [3] Record. [4] After preferred dividends.

Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Avco	Q	$0.17½	Aug. 20	July 27
A. C. Nielsen	Q	.15	Aug. 1	July 10
Outlet Co.	Q	.25	Aug. 1	July 20

Ling-Temco-Vought has registered with SEC a secondary offering of $4,037,200 of outstanding 5½% subordinated convertible debentures due 1976. Debentures are being offered by Vice Chmn. James J. Ling, who, company said, expects to sell them "from time to time on the NYSE, or otherwise, at prices prevailing at the time of sale." He also plans to sell all or part of warrants expiring in 1966 to purchase an aggregate of 23,405 common shares at $30 & $40 a share.

20th Century-Fox's largest individual stockholder, Darryl Zanuck, has asked for special stockholders meeting within 30 days to change bylaws to permit increase in directors to 24 from 12. He also urged that no successor to resigned & retired Pres. Spyros Skouras be named prior to special meeting. Zanuck reportedly holds 110,000 of 20th Century-Fox's 2,545,845 outstanding shares of common stock.

Nation's 500 largest industrial firms increased sales in 1961 2.2% to record $209.1 billion, but earnings continued at 1960's level—about $11.6 billion, noted July *Fortune*. Annual analysis of U.S. corporations again rated General Motors sales leader, with $11,395,917,000 volume. Ford was 3rd with $6,709,392,000. GE placed 4th, with $4,456,815,000. Only other electronics firm in top 10 was Western Electric, in 9th spot with $2,607,310,000 sales volume.

General Instrument anticipates record sales of nearly $100 million & "marked improvement" in profits in its 1963 fiscal year ending Feb. 28. GI, in fiscal 1962, earned $1,043,965 on $86.5-million sales. Chmn. M. H. Benedek noted that earnings in first fiscal quarter, ended May 31, will be under year-ago's $663,000 (27¢ a share), but sales increased 4-5% from $20.4 million in March-May 1961.

Wometco Enterprises earnings in 24 weeks to June 16 rose to more than 80¢ a share from 54¢ in year-earlier period. Pres. Mitchell Wolfson said sales rose to $8,976,000 from $6,410,000. He also said that Wometco is in the market for a 5th TV station "at a sensible price." He forecast total 1962 earnings of $1.60 a share, up from $1.22 in 1961.

Reports & comments available: RCA, comments, Pershing & Co., 120 Broadway, N. Y. 5 • Fairchild Camera & Instrument, discussion, L. H. Rothchild & Co., 52 Wall St., N. Y. 5 • Raytheon, report, Paine, Webber, Jackson & Curtis, 25 Broad St., N. Y. 4 • Collins Radio, comments, Cohen, Simonson & Co., 25 Broad St., N. Y. 4 • AT&T, Ford & GE, comments, Hirsch & Co., 25 Broad St., N. Y. 4.

Mergers & acquisitions: Harvey Radio has acquired for stock Federal Electronics, Binghamton, N. Y., and latter's affiliated corporation, Federal Fabricators. Federal distributes electronic components & specialty items.

Arvin Industries vp H. B. Foulke said stock market decline hasn't harmed Arvin sales, forecast 2nd-quarter gains of 10% for both sales & earnings over April-June 1961, which produced earnings of 42¢ a share on $17.5-million sales.

New Kenya TV station will begin by Oct. 1, using Marconi equipment—studios Nairobi, transmitter Limuru.

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WEEKLY **Television Digest**

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The authoritative service for executives in all branches of the television arts & industries

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Broadcast

TELSTAR—PERFORMANCE & PORTENT of AT&T-NASA TV success, including hiked U.S. prestige, boost for spacecom bill, stimulated foreign TV growth (p. 1).

CONGRESS CAUTIOUS ON SEC. 315 CHANGES, slow to accept industry arguments for complete repeal of political equal-time rules (p. 2).

STATION PROFITS SAGGED IN '61, according to annual NAB tabulation of broadcasters' finances. "Typical" TV earnings down 2.8% from 1960; radio also drops. Outlook for 1962 better (p. 3).

FCC SEEKS SMOOTH ALL-CHANNEL SWITCHOVER, issues statement designed to head off public fear of obsolescence and set-sales slowdown (p. 3).

Consumer Electronics

JUNE WAS GREAT MONTH for TV sales, preliminary estimates indicate—possibly setting record for June distributor-to-dealer sales. Last week of month accounted for ⅓ of sales, indicating dealer acceptance of new lines (p. 7). Official May TV-radio-phono statistics (p. 11).

KIMCODE TUBE PRODUCTION may begin next month, using new process eliminating implosion shield. National Video understood ready to begin output; other tube manufacturers still surveying demand (p. 8).

AD BUDGETS INCREASED by many consumer electronics manufacturers, with network & spot TV getting bigger share this year (p. 9).

23-IN. TRANSISTORIZED SET FOR FOREIGN ETV to be tested by AID in 4-5 nations. Warwick to make 1,000 for $400,000—largest such unit (p. 9).

TOPICS & TRENDS: IRE-AIEE merger approved by both groups' membership. Survey shows average hi-fi used 1½ hours daily. Emerson announces table-model FM stereo radio (p. 10).

GE UP SHARPLY AT HALF: Posts record sales of $2.3 billion as earnings jump 28% to $120 million from year earlier; 2nd-quarter sales also at peak (p. 11).

TELSTAR—PERFORMANCE & PORTENT: Let's try to list & evaluate the satellite events:

(1) AT&T's Telstar worked—magnificently,

(2) U.S. was first, in a space accomplishment most of world will actually see—television. Powerful thrust to Western prestige.

(3) AT&T risked much—and gained as much by success as it would have lost by failure.

(4) Space communications law sought by virtually everyone but a few senators should be shoo-in—balloon of opposition pricked, theme of "govt.-industry cooperation" carrying the day.

(5) Public will expect too much of system—hope for frequent & long telecasts.

(6) "Gallic temperament" seems much as advertised—the excitable French just had to be first with East-West telecast, breaking agreement with European colleagues.

(7) TV success overshadowed principal initial potential—enormous capacity for telephone & data transmission of all kinds.

(8) Growth of TV in underdeveloped countries gets powerful shot in arm—psychologic rather than economic or scientific, because such nations will neither need nor get much TV from space in foreseeable future.

(9) USIA's foreign TV program should get warmer Congressional understanding—from Item 8 above.

(10) NASA's Delta rocket is a sweet bird of space-TV's youth—slipping Telstar into near-pefect orbit.

It was truly a marvelous technical achievement. Massive AT&T stood there with its prestige on the line, essentially exposed to the world, no more certain than anyone else that first TV attempt would work. Kudos, justifiably, were sent by everyone, including President Kennedy who epitomized reaction: "Outstanding example of the way in which govt. & business can cooperate. . . . We must grasp the advantages presented to us by the communications satellite to use this medium wisely & effectively to insure greater understanding among the peoples of the world."

Through cooperation of TV networks, public could share the thrill. Press was captivated, many papers throwing weight behind legislation stressing govt.-industry space communications ownership-operation.

Striking aspect was technical quality of TV. First TV transmission July 10 was from Andover, Me. to satellite & back, tape showing fluttering U.S. flag with radome in background, accompanied by National Anthem. Resolution & contrast were down slightly from live transmissions. Next day, when France jumped gun and presented first East-to-West transmission of singer Yves Montand, et al., resolution & contrasts again were down—but British live offering shortly thereafter had almost local-live quality, amazing, considering what signal had been through. The originally-planned international exchange is still scheduled for July 23—British & other European participants still muttering such things as "Gallic oneupmanship" about French.

White House was stimulated into disclosing that FCC Chmn. Minow's asst. Tedson J. Meyers has long been working on proposal that govt. & industry start special program to foster foreign TV growth and international program exchanges. A "first" in that area is already under way, with announcement last week that State Dept.'s Agency for International Development has placed $400,000 order for 1,000 transistorized 23-in. battery-powered sets to be tested in 4-5 countries around globe (see p. 9).

Country will settle down again to realization that regular international use of satellites for communications of any kind—phone, data, TV, radio, etc.—is years off. Nonetheless, luster of achievement remains. Seldom has a "first" in any major scientific field been so successful.

As put by FCC Comr. T. A. M. Craven—the veteran engineer whose career spans spark to space: "One of the most far-reaching advances we've witnessed in many years."

CONGRESS CAUTIOUS ON SEC. 315 CHANGES: Industry did thorough job of presenting case for repeal of political equal-time law in Senate Commerce Communications Subcommittee hearing last week—but senators seemed by no means impelled to move very far in industry's direction. Common prediction is that Congress won't do much beyond suspending Sec. 315 again for 1964 Presidential & Vice Presidential races.

Major witnesses lined up like this: For outright repeal of equal-time: Frank Stanton, CBS; Robert Sarnoff, NBC; Walter N. Thayer, Whitney Communications (Corinthian Stations); Lazar Emanuel, Golden Circle Stations; R. Peter Strauss, radio WMCA N.Y.; Gov. LeRoy Collins, NAB. For limited repeal or suspension: Leonard Goldenson, ABC; Walter N. Thayer, President's Commission on Campaign Costs; Sens. Williams (D-N.J.), Javits (R-N.Y.), Clark (D-Pa.). No definite stand: Chmn. Minow, FCC. For complete retention of equal-time: Clarence Mitchell, NAACP.

Administration favors S. J. Res. 193, introduced by Pastore, which would suspend Sec. 315 only for the 1964 Presidential & Vice Presidential races. FCC endorsed no particular measure, but Chmn. Minow urged caution. He pointed out that passage of any of proposed bills would replace present specific "equal opportunities" provision of Sec. 315 with more vague "fairness doctrine." Although doctrine has worked satisfactorily, Minow noted, volume of complaints which could be anticipated might be beyond Commission's ability to handle.

Capsules of other major testimony: Stanton, CBS: Equal-time requirement should be repealed totally, because they constitute unnecessary & potentially dangerous abridgement of broadcasters' freedom. Sarnoff, NBC: Also for outright repeal but not for elimination of provision forbidding broadcasters from censoring poli-

tical candidates. Goldenson, ABC: Suspend equal-time only for 1964 Presidential & Vice Presidential campaigns, retain for all other elections. Collins, NAB: Equal-time restrictions are "unnecessary and unwarranted." Complete repeal would allow broadcasters to do better job. Emanuel, Golden Circle: Complete elimination; "there is no justification for piecemeal inroads upon Sec. 315." Thayer, Corinthian: Outright repeal is "most desirable solution to the problem," however, as member of President's Commission on Campaign Costs, he urged "as minimum step" suspension for 1964 Presidential & Vice Presidential campaigns.

Clarence Mitchell, NAACP, asked that equal-time requirements be left unchanged. He said Negroes soon may be candidates for senator & governor in southern states, must be protected against censorship. In Miss. last Spring, he noted, 2 stations sold time to Negro candidates only after intervention from Washington.

In booklet issued last week by Center for the Study of Democratic Institutions, Santa Barbara, Cal., new approach to Presidential TV debates was advocated. Among recommendations: (1) TV networks be required to give time for at least 3, and as many as 5, joint appearances by Presidential candidates from both major parties. (2) First 2 or 3 debates should be restricted to "one or 2 overriding issues," and Vice Presidential candidates should appear on one session.

STATION PROFITS SAGGED IN '61: TV-radio stations' profit margins skidded in 1961, NAB reports in annual summary of statistics collected from all classes of broadcasters. However, station operators report 1962 upturn. For 1962, TV stations estimate 6.7% increase in revenues, based on first 4 months operations. Radio stations anticipate rise of 3.5%.

"Typical" TV station had revenue of $941,400, up 4.1% from 1960, but profits-before-taxes were down to 12.6% from 1960's 15.4%. "Typical" radio station's revenue was about $106,200, with before-tax earnings of 4.8%, compared with 1960's 7.6%.

Decline in TV operator's earnings was due to fact that revenues increased only 4.1%, while expenses rose 7.5%. NAB personnel & economics dept. mgr. James H. Hulbert pointed out that only stations in largest markets showed profit increases; all others were down.

"Typical" radio station's expenses fell .7% during year, but revenues were down 3.6%. Only smaller stations in largest cities didn't report drop in profits, Hulbert noted.

As in 1960, biggest share of TV station's revenue—44.8%—came from national & regional advertisers, while networks provided 27.7%, local advertisers 27.5%. Before-tax profit of $118,600 was figured after $822,800 expenses, pro-rated as follows: programs, 35.6%; general & administrative, 35.1%; technical, 16.4%; promotion & selling, exclusive of agency & rep commissions, 12.9%.

Radio station revenues came almost entirely from non-network advertising, 85.3% local, 14.7% regional & national. Before-tax profit of $5,100 remained after expenses totaling $101,000, which went for: general & administrative, 39.9%; programs, 33.0%; promotion & selling, exclusive of agency & rep commissions, 17.1%; technical, 10%.

TV figures were based on 52.7% sample of 512 stations operating for full year, including non-NAB members. Radio returns were based on 31.4% sample of 3,458 AMs, also including non-NAB members.

FCC SEEKS SMOOTH ALL-CHANNEL SWITCHOVER: FCC is genuinely trying to avoid rocking TV-set-market boat pending switchover to all-channel receiver manufacture, now that President has signed law.

Commission promptly issued public notice stating, in part: "The Commission points out that transmission standards for TV stations are not changed by this legislation, and that the new law has no effect on vhf receivers now in production or use. Furthermore, these vhf sets can be used in homes and elsewhere as long as they are workable to receive programs from vhf stations. When present vhf sets are no longer serviceable, all-channel receivers conforming with the requirements to be adopted will be on the market to replace them."

That's music to ears of L. M. Sandwick, EIA's consumer products staff expert, a shrewd merchandising veteran. Said he: "I'm certainly gratified to hear that."

(It might be useful for you to have full text of FCC's one-page statement, to answer queries. We'll get you copy—or you can ask FCC for July 11 Mimeo No. 22645.)

CURRENT CAPSULES

Ancient & convoluted NBC-RKO Philadelphia-Boston station swap, Ford-Philco's opposition to it, and Philco's efforts to wrest Philadelphia Ch. 3 (WRCV-TV) from NBC, are due for FCC consideration again this week. Sooner or later, Commission will set whole affair for hearing. Question is—how far will hearing explore? Good possibility is that testimony will go into most of charges in marathon proceeding—NBC-RCA & Ford anti-trust background, NBC & Philco plans for Ch. 3, RKO plans. Justice Dept. & Westinghouse are likely to be made parties.

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Kaiser Industries is placing bets on uhf, applying last week for Ch. 52, Los Angeles (Corona) & Ch. 44, San Francisco, saying it will seek more in major markets. Applications are the first for each channel. Bcstg. Div. Mgr. Richard C. Block said new all-channel law "will help to bring the TV medium to full maturity." Kaiser plans $1,285,394 L.A. plant on Mt. Wilson, using 1,014 kw ERP; in S.F., $1,200,799 is budgeted for 401-kw facility. Program plans include special coverage of cities' conventions. Year's operating & revenue estimates are same for each, $550,000 & $500,000, respectively.

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Part of CONELRAD was killed officially last week when FCC announced elimination of rules, effective immediately, which had controlled station operation for purpose of denying navigational aids to enemy. Said FCC: "Changing technological charactistics and capabilities of modern weapons made it possible to eliminate this particular phase of the CONELRAD system but to retain, and redefine, its other still useful and necessary functions, to the inclusion of the development and implementation of emergency communications systems for military and civil defense needs."

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Public inspection of network affiliation contracts is proposed by FCC, as we revealed in Vol. 2:28 p1. Industry comments are due Aug. 20, replies Sept. 4. Full text of proposal isn't yet available but Commission said: "The proposal relates to network affiliation contracts and related agreements and understandings filed in that connection, but not to transcription contracts or individual broadcast station financial reports."

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Tightened multiple-ownership overlap rules are proposed by FCC, industry comments due Aug. 20, replies Sept. 4. No divestment would be required of existing departures from proposal—but licensee seeking to sell stations with forbidden overlap would have to sell to separate buyers. For TV, Grade A overlap would be prohibited (and maximum facilities are presumed); for AM & FM, 1 mv/m overlap would be the limit. Class IV AMs seeking to increase power to 1 kw would be exempt, as would be educational TVs & FMs. Comrs. Hyde & Lee dissented.

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"Unconstitutional" is label TelePrompTer put on Salinas, Cal. city ordinance affecting CATV—and pulled out of competition for franchise. TPT Pres. Irving Kahn wrote City Manager Thomas G. Dunne that federal govt. occupies field and that he didn't want to be an applicant "at the price of total surrender and submission to an unconstitutional attempt at regulation of the CATV industry." He predicted challenge of ordinance in courts.

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KTVR and associated Denver pay-TV proponents, defending application to FCC for test of Teleglobe system, told Commission it would be "wasteful & time-consuming" to conduct hearing first, as demanded by theater owners (Vol. 2:25 p5). Pro-toll group insisted that all matters raised by theaters are dilatory devices, that opposition is like "Canute bidding the tides to desist from their natural course." Odds remain in favor of FCC grant of test without hearing.

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Favoritism to Congressmen in awarding TV or radio station licenses would be barred by S-3497 introduced by Sen. Proxmire (D-Wis.). Charging that the FCC has in past "justified the award of a lucrative TV channel" partly on grounds that stockholders in station were members of Congress, he said this could turn into a "form of payola." He said 6 of the 7 present FCC members were on Commission when favoritism to Congressmen started, added "there has been no indication from them that this policy has been disavowed."

Personals

Joseph N. Curl promoted from CBS-TV daytime sales mgr. to daytime sales vp; **Robert F. Jamieson** ex-asst. business mgr. & dir. of station clearances, named to new post of station sales mgr.

Michael Burke advances to CBS development vp. . . . **Roger Micheln,** ex-WFRV Green Bay, Wis. sales mgr., appointed KWWL-TV Waterloo-Cedar Rapids, gen. mgr.

Carl Tillmanns promoted to CBS-TV eastern sales vp, **Sam K. Maxwell Jr.** to network sales dept. coordinator, both new posts. . . . **Robert E. Lang** promoted to ABC News operations & sales vp.

Howard H. Bell moves from NAB industry affairs vp to planning & development vp and asst. to Pres. Collins. He continues former duties, adds some of jobs formerly handled by ex-asst. to pres. **John Perry,** now a consultant. . . . **Rodric M. Smith** promoted to Westinghouse Bcstg. systems & procedures dir. . . .

Edward W. Wood Jr., ex-CBS Housewives Protective League gen. mgr., named Cellomatic Industrial Productions (Screen Gems) national sales mgr. . . . **Phil Dean,** head of own N.Y. PR firm, takes post as Bcstrs. Promotion Assn. publicity chmn.

Daniel Melnick named nighttime programming vp of ABC-TV programming dept. . . . **Giraud Chester** remains daytime programming vp. . . . **William C. Duffy,** ex-Bailey & Smart CPA firm, Chicago, named Capital Cities Bcstg. controller. . . . **Thomas E. Wood** promoted to mgr. of new H-R TV Philadelphia office. . . .

William J. Hendricks, ex-ABC-TV national sales Detroit office mgr., rejoins WXYZ-TV there as gen. sales mgr. . . . **Ken Quaife,** ex-radio WOW Omaha, promoted to WOW-TV sales mgr., succeeding **Fred Ebener,** resigned. . . . **W. C. Blanchette** promoted to KFBB-TV & KFBB Great Falls, Mont. gen. mgr. . . . **James L. Hodge Jr.** promoted to WLAC-TV Nashville local sales mgr.

Donald H. McGannon, Westinghouse Bcstg. pres., named to N.Y. Law School Board of Trustees. . . . **H. I. Bucher,** ex-ABC gen. atty. & asst. gen. counsel, named Independent TV Corp. legal & business affairs vp. . . . **Charles T. Michaelian,** ex-American Export Lines controller, named to similar post with Adam Young Companies.

Jack Hale promoted to WCPO-TV-AM-FM Cincinnati sales mgr. . . . **Pat Polillo** named WJZ-TV Baltimore news editor.

Jim Frost, ex-WBZ-TV Boston asst. promotion mgr., named WJZ-TV Baltimore advertising & sales promotion mgr. . . . **Jack Medina** promoted to KXTV Sacramento local sales mgr., a new post. . . . **Mike Casey,** ex-20th Century-Fox TV publicist, named KTLA Los Angeles publicity dir., succeeding **Bob Reagan,** resigned.

Roy H. Holmes, ex-Quality Music Stations gen. mgr., named QXR Network national sales mgr. & FM Spot Sales national sales mgr., N. Y. . . . **Morton J. Wagner** leaves own San Francisco broadcast counseling firm to become Peter Frank Organization program service divs. exec. vp & managing dir., Los Angeles.

Ralph Petti, radio KOOK Billings, Mont. gen. mgr., named gen. mgr. of parent Garryowen Bcstg. radio div. . . . **Jack Gilbert,** KHOL-TV Kearney, Neb. station mgr., resigns to assume operation & management of own radio KEYR Scottsbluff, Neb.

Control of KENS-TV (Ch. 5) San Antonio shifts for $6,256,000 after FCC approval last week. Ownership in licensee Express Pub. Co. increases from 36.83% to 99.2% for Caller-Times Pub. Co., Reporter Pub. Co. Affiliated Newspapers Inc. and San Angelo Standard Inc. Stock was acquired from Frank G. Huntress Jr., Frank G. Huntress III, Katherine H. Minter, W. A. Drice and estate of George W. Brackenridge. Huntress Jr. will be employed as chmn. at $65,000 annually for 5 years, as consultant 5 more at $12,000 a year. Texas Star Bcstg. (Roy Hofheinz) acquires radio KENS for $700,000, is required to dispose of stock in radio KRYS Corpus Christi.

Full ownership of WTAE (Ch. 4) Pittsburgh has been acquired by Hearst Corp., which bought 50% interest of group headed by Earl F. Reed & Irwin D. Wolf, Jr. for $10.6 million. Of Reed-Wolf group share, 45% is owned by Bruce McConnell & Frank McKinney, former owners of WISH-TV-AM-FM Indianapolis. Hearst also owns WBAL-TV-AM-FM Baltimore & WISN-TV-AM-FM Milwaukee.

Silence about FCC vacancy persists—still no indication from White House what will be done about position opened by expiration of Comr. Cross' term June 30 (though he continues to serve until he or someone else is named). Length of silence started speculation that Broadcast Bureau Chief Kenneth Cox won't get job, either, though popular assumption had been that he was all lined up. As for Comr. Craven, who reaches retirement age of 70 in Jan., he's expected to serve until legal expiration of his term June 30, 1963—then leave for private position.

NAB Pres. Collins' name rose again in speculation about successor to departing HEW Secy. Ribicoff, who'll run for Conn. senator. But Collins said he has received no word from White House, isn't candidate for the job, is "completely involved" with presnet "interesting & challenging" work. Anything else, he said, "is speculation."

AFL-CIO charges against radio WBRC Birmingham (Vol. 2:28 p5) were denied by Mayor Arthur J. Hanes and Taft Bcstg. exec. vp Lawrence H. Rogers II. Hanes denied he pressured station to drop Edward P. Morgan broadcasts. Rogers said all ABC news shows were dropped at same time as Morgan's, noted WBRC isn't ABC affiliate, has no contract with network to keep programs.

Faulk $3.5 million libel award (Vol. 2:27 p6) was upheld by N.Y. State Supreme Court Justice Abraham N. Geller. He rejected defense plea that amount was excessive, said jury apparently intended award, even if not collectible, to stand as warning against similar conduct in future. Defense attorneys will appeal.

Record magazine ad revenues of $439,300,000, up 7%, were reported for 1962 first half by Publishers Information Bureau. MPA Pres. John K. Herbert said gains reflect "growing confidence" of advertisers in magazines but wouldn't offset continuing increases in costs.

Ten ABC-TV $2,000 grants for research into effects of network's *Discovery '62* program on children have been awarded to graduate students around the country. Recipients were selected by committee of 3 U. of Wis. professors.

Deceptive picture tube claims of Olson Radio Corp., Akron, have been ordered ended by FTC. Firm must stop advertising rebuilt picture tubes as new, failing to disclose origin of imported merchandise and failing to reveal true nature of tubes.

Misleading TV advertising practices should be eliminated by making TV program & network time contracts open to public, Martin Mayer contends in July 21 *TV Guide*. Mayer, author of *Madison Avenue, U.S.A.*, says: "At present, it appears that TV may kill the magazines, not because it is necessarily superior as an entertainment or advertising medium, but because it operates under more lenient rules. . . . By requiring that all contracts for the purchase of programs and network time be made a matter of public record, the FCC might greatly reduce the negative impact of TV upon at least one of the other media."

TV no longer is "great panacea" of Madison Ave., according to new Curtis Publishing (*Sat Eve Post*, etc.) chief Matthew J. Culligan. Interviewed by *N.Y. Times* advertising columnist Peter Bart, the former NBC Radio exec. vp and Interpublic dir. said TV will continue to appeal to advertisers who want mass non-selective audiences. But magazines will become increasingly attractive to advertisers seeking specific audiences, Culligan opined. "The magazine business is suffering from a temporary sickness," the new $130,000-a-year Curtis boss asserted, "and I think the sickness is just about over."

British TV tobacco advertising will be sharply restricted. New code put into effect by Independent TV Authority rejects cigarette advertising: (1) Stressing pleasures of cigarettes. (2) Using prominent people. (3) Using fashionable or romantic settings. Code is designed to prevent tobacco commercials from making special appeal to youth.

End to duplication of CATV systems in Salisbury, Md. came with purchase of *Baltimore Sun's* system by competitor Martin Malarkey, chmn. of General TV Inc., owner of Malarkey's Delmarva Community Antenna Corp. The 2 systems serve 6,000 subscribers. Daniels & Assoc. negotiated sale, price undisclosed.

Five special telecasts on state of U.S. economy will be presented by CBS-TV on 5 consecutive evenings in prime time Aug. 20-24 Entitled "Where Do We Go From Here?", series marks first time a TV network has scheduled 5 half-hours on succeeding nights for examination of a major problem.

New 305-mile microwave system built by RCA to carry signals of KTVK Phoenix to KOAT-TV Albuquerque is described by RCA as "most comprehensive system of its kind ever used by an individual broadcaster."

New Gadsden, Ala., CATV system, Alabama Cablevision Co., has begun providing 5 channels to city. Pres. is Walter L. Hotz, who heads parent General Radionics Corp., Stamford, Conn.

Contribution of 50¢ per pupil will be sought from schools using WNDT N.Y. school service, when telecasts start this fall. Practice is common among ETV stations.

NCTA management institute will be held Aug. 26-29 at U. of Wis., Madison, featuring speakers from business, sales promotion, financial & PR fields.

New ETV Ch. 42 CP, Mobile, has been granted to Ala. Educational TV Commission, which now operates 3 ETV stations.

Drop-in of Ch. 10, Midland, Tex., at request of KDCD-TV (Ch. 18), is proposed by FCC which would reserve Ch. 18 for ETV.

WLOX-TV (Ch. 13) Biloxi, Miss., plans Sept. 10 start, according to gen. mgr. Ray Butterfield.

Radio "overpopulation" conference planning units were named by NAB Pres. Collins last week: Engineering subcommittee: Carl E. Lee, Fetzer Bcstg., Kalamazoo, chmn.; Joseph S. Field Jr., WIRK W. Palm Beach, Fla.; Ray Johnson, KMED Medford, Ore.; Myron Jones, WJET Erie, Pa.; William S. Duttera, NBC, N.Y.; Jules Cohen & Julius Cohen, Assn. of Federal Communications Consulting Engineers, Washington. Non-engineering subcommittee: Merrill Lindsay, WSOY Decatur, Ill., chmn.; Richard E. Adams, WKOX Framingham, Mass.; John F. Box Jr., Balaban stations, St. Louis; Harper Carraine, CBS Radio N.Y.; Robert F. Hurleigh, MBS; John F. Patt, WJR Detroit; Robert R. Pauley, ABC; Lawrence Webb, SRA.

TV deserves "pat on the back" for entertaining people who don't read newspapers, says a newspaper executive. J. Warren McClure, Newspaper Advertising Executives Assn. pres. & *Burlington* (Vt.) *Free Press* publisher, told NAEA meeting in Montreal that 86% of U.S. households read one or more daily papers. He said remainder—mostly unemployed, part-time employed, unskilled workers or retired—are kept entertained by TV. Rest of the population, he added, is driven by TV to purchase newspapers to get full story on "the bits and pieces of TV news frequently boringly repeated over and over again. . . ."

Purchase of radio WINS N.Y. by Westinghouse for $10 million has been approved by FCC, WBC to take WBZA Springfield, Mass. off air when transfer takes place, to keep within 7-station ceiling.

Reply comments on vhf drop-ins for 8 cities must still be filed by July 23, FCC ruled, denying petition of AFCCE for one-month extension.

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Radio circuits were disrupted by July 9 high-altitude nuclear test over Johnston Island. Transmissions from Washington state, Japan, Honolulu and other Pacific areas were reported blacked out for up to 20 minutes. However, Japanese officials reported no teletype interference.

"Hit the Road, Jack," was final song broadcast by American-operated "Radio Nord," forced out of business by the Swedish govt. Station had broadcast from ship anchored just outside country's territorial waters, had been thorn in side of govt.'s radio monopoly.

World-wide newsfilm syndicate has been formed by NBC and British Commonwealth International Newsfilm Agency. NBC News will establish international newsfilm unit in N.Y. to work with BCINA, will broaden North & South American coverage.

New Sao Paulo, Brazil TV station will be equipped by Marconi, installed by Maxwell Electronica Commercial e Industrial S.A. Completion is scheduled for April 1963. Marconi will also supply & erect uhf antenna atop existing structure on Crystal Palace, London, for use in early 1963.

South Africa won't have TV for at least 18 months, may never have it. Post & Telegraph Minister Albert Hertzog told Parliament one reason is that TV advertising usually drives up prices of articles.

Greek microwave TV & phone network will be built by Standard Telephones & Cables Ltd., for Hellenic Telecommunications Organization S.A. of Athens. System will cover 500 miles, cost over $2.8 million.

USIA TV seeks $3,782,600 for fiscal 1963, compared with last year's $2,042,900, just-released record of House Appropriations Subcommittee reveals. Agency requested $23,055,800 for radio, increase of $2,850,000 over last year.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

JUNE WAS GREAT MONTH FOR TV: June busted out all over—and may have busted some records—to supply bang-up finish for good first half-year in TV sales.

Preliminary reports indicate dealers bought about 485,000 TV sets from distributors in June—almost certainly a record in distributor TV sales for any June. Interestingly, June sales this year were higher than January's—and they were about 5% better than June 1961's record distributor sales of 462,000.

Along with rise in sales volumes in June—more than 50% above May's 311,000 sets—came decline in inventories for first time in many months. First half of year ended with total TV sales by distributors estimated at about 2,728,500, up some 10% from 2,491,600 reported in same 1961 period. Distributors' sales thus are running at better than 6.3-million rate (vs. 5.77 million for all of 1961). During first half 1962, 3,300,720 TV sets were produced, up from 2,801,136 in same 1961 period.

Most encouraging of all about June was fact that it ended with one really phenomenal week. Week ended June 29 saw distributor sales of 154,500 sets, or nearly one-third of month's total. This seems to be excellent sign for July and represents good response by distributors to manufacturers' new lines. Could it be over-enthusiasm by distributors or over-salesmanship by manufacturers at new-line showings? We think not. Distributors these days are quite inventory-conscious, and public definitely seems to be in buying mood.

Commerce Dept. reported last week that June retail sales of durable goods stores were 6% ahead of last year, although there was slight dip in trade pace from May to June.

Sales reports from individual manufacturing leaders were even more glowing than industry-wide estimates for June and first half. Here are some examples:

RCA reported best first-half home instrument sales in its history, running 54% ahead of 1961, with color TV sales up 139%, b&w up 33%, radio up 73%, phonos up 76%. RCA also said June set new record for month, with total home instrument sales volume 31% above June 1961.

Zenith, too, reported record half. In distributor unit sales to retailers, it claimed all-time first-half record sales of b&w TV, radios and stereo consoles, with color TV sales "exceeding all expectations." Zenith called its share of industry in b&w TV "greatest ever."

Motorola distributors' TV sales to dealers established 10-year record for June—more than 100% over June 1961—according to Motorola Consumer Products Pres. Edward R. Taylor, who said it was company's "best June in history from percentage-of-industry standpoint." For first half, company claimed 75.5% increase in unit TV sales. Stereo & radio sales also showed June-to-June gain. Added Taylor: "Their sizeable orders indicate [dealers'] estimation of consumer requirements for the period immediately ahead. To us, this is a very strong indication of the strength of our economy. If the consumer continues to display this kind of purchasing power, there is no question this can be one of the record years for our industry."

In phono field, Symphonic Electronic reported first-half shipments 26% ahead of last year's same period. Pres. Max Zimmer said company had 2nd biggest first half in its history and back-order position is biggest in history, contributing to "extremely optimistic forecasts" for full-year volume.

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Word of June's good business came on heels of EIA's release of official TV-radio-phono sales & production statistics for May. As anticipated (Vol. 2:25 p9), they showed distributor TV sales for month down about 11% from May 1961's strong sales.

Further analysis of figures show TV distributor sales for first 5 months were about 11% ahead of 1961's same period despite May's lag vis-a-vis May 1961. Distributor sales of radios managed to stay about 5% above May 1961's mark, making radio's cumulative 5-month score about 11% ahead of record 1961. Distributor sales of phonos in May again lagged 1961—by about 11%—and 5-month phono sales were 10% behind last year.

Production figures showed 3 specialized product categories running markedly ahead of 1961's first 5 months. Apace with increased car sales and auto industry's success in selling up from "stripped-down" to "luxury" compacts, car radio production was 41% ahead of last year. There's no doubt FM is headed for all-time record year, and FM table models showed a gain of 37% over 1961. And factory production of all-channel uhf sets was up 100% from last year.

Our tables of 5-month TV-radio-phono production & sales, with comparable 1961 data, are on p. 11.

KIMCODE READY—PRODUCTION NEXT MONTH: Entire picture tube industry is evaluating Kimble Glass Co's Kimcode process for eliminating safety shield in front of picture tube, as result of Underwriters' Labs recent listing of the technique (Vol. 2:26 p9).

Whether tube makers go ahead with it depends on whether their set-making customers want it, of course. But we do know that one tube manufacturer is planning to begin production some time next month. This manufacturer is understood to be National Video, which has displayed interest in process from start.

There's good chance others will come along. Sylvania, which hasn't yet decided, sees "no overwhelming panic to go to it," but concedes that some set manufacturers are quite interested. Sylvania says that if it should produce Kimcode-type tubes, deliveries could be made in October or earlier.

RCA is looking into Kimcode, according to Electron Tube Div. spokesman who pointed out that "the process, having recently received UL approval, requires our evaluation and exploration of specific customer interest." RCA spokesman said company hasn't sampled set-making customers with Kimcode tubes as yet. Future action, he said, "will depend on the results of our evaluation and economic factors." Can Kimcode principle be applied to color tubes? "We're not certain" said RCA "but it appears probable that the design principle could apply." However, RCA hasn't seen color tubes using Kimcode principle and is reserving judgment.

In final analysis, cost is going to be important factor. Exact costs can't be worked out without production experience, of course, but there's fairly solid agreement that Kimcode tube would cost less than bonded tube, more than non-bonded type. However, for set maker, Kimcode could be cheaper than either type, since it eliminates need for external safety glass & associated hardware. Estimates seem to indicate that Kimcode tube will cost set makers about $2 more than regular non-bonded tube in 23-in. size, which would make it about 25¢ cheaper than bonded.

Even though Kimcode principle has received UL listing, it's expected that UL will make closer checks than usual when it tests tubes of each size by each tube maker. One of factors that makes Kimcode bulb implosion-proof is metal banding which keeps tube under 2,000-lb. tension. A critical area in production is proper tightening of these tension bands.

Some raised eyebrows were caused in trade, incidentally, by story about Kimcode in July 7 *Business Week*, accompanied by photo showing set with imploded picture tube alongside similar set with non-imploded Kimcode-type tube. Story indicated that both tubes were struck with force "equivalent, say, to a severe jolt from a couple of rough-housing youngsters." Kimble, however, reports that implosions in *BW* photos were caused by thermal strain (equivalent of repeated heating & cooling of tube) and not by blow. Kimble officials say they have no intention of starting implosion-scare campaign.

How will Corning meet threat of Kimcode, if it becomes popular? Best guess is that Corning would produce bulbs for same process, if there were enough demand. Although Kimble claims complete patent protection on Kimcode process, there seems to be nothing specially patentable in bulb itself. It's similar to regulation "heavy"-type bulb with different faceplate, tinted to compensate for lack of external glass.

Not that Corning's ardor for bonded tube has cooled off. Bonded tube has swept 23-in. market; more than 80% of 23-in. sets sold now have Corning-type bonded tubes. All major set makers except GE, Magnavox & Westinghouse use them in at least part of their 23-in. lines. Even 19-in. bonded tube has gained a powerful adherent. RCA is now using it; until this year, Sylvania stood alone in this field.

MANUFACTURERS INCREASING AD BUDGETS: It looks like good year for consumer electronics—but an extremely competitive one. TV-radio-phono manufacturers are taking cognizance of this fact of life by stepping up ad plans.

Increasing number of manufacturers intend to use TV medium, either network or spot, as indicated in roundup of representative companies in July 9 *Advertising Age*. Here are highlights of plans, many previously reported in these pages:

Emerson is planning biggest ad step-up in industry, announced last week its national ad & sales promotion campaign for next 12 months is budgeted at more than $3 million, compared with its traditional ad spending of about $500,000 a year. More than $1 million is slated for factory-placed advertising in top magazines and more than 200 newspapers. Emerson is also considering one-quarter sponsorship of N.Y. Giants football telecasts, according to *Ad Age*.

Philco is increasing late summer & fall advertising 75% over last year, with 400% increase in its TV sponsorship budget, 250% hike in newspaper spending. Olympic is boosting 2nd-half budget 25% over last year. GE will step up print advertising, continuing also on CBS-TV with *True Theater* replacing *GE Theater*. Zenith will use NBC-TV for two 90-min. colorcasts of *World Series of Golf*. Motorola is stepping up ad budget, with particular emphasis on magazines. Magnavox "will run the heaviest ad effort in its history, primarily in magazines," will also use FM stations in selected markets. Packard Bell's budget will be raised about 40% over last year's $1 million, concentrated mainly in newspapers. RCA's budget, which includes NBC-TV Disney show, will be hiked 40% over last year this fall.

More companies will be plugging color sets this year—in contrast to almost solitary efforts of RCA & Zenith last year. Among additional companies which have announced ad efforts on color TV sales are Admiral, GE, Magnavox & Packard Bell.

23-IN. TRANSISTORIZED SET FOR FOREIGN ETV: Intriguing contract has been captured by big private label (Sears-controlled) set maker Warwick Mfg. Co.—$400,000 for 1,000 23-in. transistorized battery-operated sets.

Customer: State Dept.'s Agency for International Development. Purpose: Testing ETV for mass education through community viewing in newly-developing nations.

Dr. Edward Fei, AID's acting dir. of research, evaluation & planning, told us project is part of large program exploring use of telecommunications for education. Contracts for program development will also be let, he said, along with bids for rest of ETV hardware—solar & windmill power, etc.

It's up to AID-aided countries to decide for themselves, he said, whether they want to use ETV, build schools, or whatever, but AID needs to explore feasibility of TV use for communities beyond power lines. He said 4-5 countries, scattered around globe, are target. He said they couldn't be identified yet because negotiations are still under way.

Delivery is scheduled within 14 months. Set will be largest transistorized unit made in quantity (Motorola has 19-in.), takes 32 watts with 12-volt auto battery. Warwick Pres. Lawrence G. Haggerty tells us he's particularly pleased to get contract because he's impressed with objectives, "proud to be associated with it. . . . a threshold step in new fields." Set also runs on AC . Warwick has no plans for introducing it to U.S. market.

TV-RADIO PRODUCTION: EIA statistics for week ended July 6 (27th week of 1962):

	June 30-July 6	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	82,441	136,463	78,142	3,383,161	2,880,694
Total radio	270,323	361,895	181,889	9,523,613	7,726,699
auto radio	110,678	136,649	65,286	3,392,484	2,445,906

Average hi-fi set is used 1½ hours a day. So says phono needle manufacturer Jensen Industries, on basis of survey conducted through its coast-to-coast dealers. Jensen established number of hi-fi's in use at 29 million, and found that listeners in San Francisco & New York give sets heaviest use.

TOPICS & TRENDS

Institute of Electrical & Electronic Engineers will be born about Jan. 1, 1963 with 160,000 members in 80 countries. IRE members approved merger with AIEE by 7-1 margin, about same ratio as previous yes vote by AIEE members, IRE Pres. Patrick E. Haggerty announced last week. Fourteen-member committee, 7 from each organization, will now proceed with plans to implement merger.

FM-stereo table radio was introduced last week by Emerson, with $149.95 list. Twin cabinets of walnut hardwoods house 2-piece unit, which also has AM radio, phono jack. Set has two 8-in. oval woofers, two 3½-in. speakers; the 2 pieces are connected by 10-ft. cable.

Dominion Electrohome's line of 15 TV sets, all 23-in., starts at $199.50 for consolette, ranging to combo at $899.50. Stereo console line, also 15 sets, lists at $329.50 to $1,495.

Trade Personals

James A. Schulke, ex-Paramount TV Productions, joins Magnavox as dir. of adv. & sales promotion, succeeding Jules Beuret, who leaves at end of July to take post with another company, as yet unannounced.

James J. Cunnane appointed Warwick Mfg. TV products sales mgr. . . . **Thomas F. Whitten** named mfg. operations mgr. for RCA's Victrola phonographs, radio-phonos, components, succeeding **Jack A. Scarlett**, named operations mgr. of data-processing facility at Palm Beach, Fla.

John L. Utz, ex-Philco, recently appointed assistant to Emerson Radio Pres. **Benjamin Abrams** (Vol. 2:27 p11), also named a vp.

William L. Strong, Packard Bell financial vp, named a dir. . . . **Joseph T. West** elected a Western Electric vp.

Raymond E. Long Jr., ex-Magnavox & Philco, appointed Sylvania Home Electronics national accounts mgr., headquartering in Batavia, N.Y. . . . **Walter J. Kohler** elected pres. of Admiral's Mexican subsidiary, Admiral de Mexico, Mexico City.

Albert L. Dolnick named Sylvania Tube Div. product mgr. for receiving tubes & new products. . . . **Maurice M. Leifer** appointed Motorola national dir. of dealer development, succeeding **Harry Chrabot**, named regional development mgr.

Ovid Riso, Philco International ad & sales promotion mgr., re-elected pres. of International Advertising Assn. of Philadelphia.

Donald E. Winters named Sylvania Home Electronics national service mgr., succeeding **Thomas R. Shepherd**, transferred to Electronic Systems Div. . . . **Roland W. Coates** named Sylvania Semiconductor Div. personnel mgr., succeeding **M. R. Weaver**, resigned. . . . **Joseph P. Tumminaro** named mfg. vp, Standard Kollsman Industries.

Dr. Leonard S. Sheingold, Sylvania Electronic Systems research vp, has received exceptional civilian service citation from Air Force Secy. Zuckert after completing 12-month assignment as Air Force chief scientist.

F. D. Kelly appointed Westinghouse vp & regional dir. for Japan, succeeding **G. E. Strauser**, who is transferring to new managerial post in U.S. . . . **W. T. Mabee** appointed Philco Traffic dir.

Milton Jerrold Shapp, Jerrold Corp. chmn., "also composes music and has written the score & lyrics for a musical comedy which is a satire on business," noted July 8 *Philadelphia Bulletin* in a Sunday Magazine profile. Comedy, co-written with Mrs. Shapp, is titled "A Man of Action." Profile noted also that busy executive Shapp is co-authoring with economist Dr. Ernest Jurkat a book entitled "No Need for Recession," is serving as consultant to directors of U.S. Peace Corps, "teaches a course in problem analysis & decision-making at St. Joseph's College for a salary of $1 a week," has just been named chmn. of Committee for Constitutional Revision of Pennsylvania, and recently was appointed to the Governor's Committee of 100 for Better Education. *Bulletin* also pointed out that Shapp "personally suggested" Peace Corps idea to Kennedy administration, "in 1960, just 2 weeks before the Presidential election."

Melvin A. Raney elected Lionel Corp. pres. & chief exec. officer, succeeding Maj. Gen. **John B. Medaris** (U.S. A., ret.) who becomes vice chmn. . . . **Norton C. Sather** named American Bosch Arma operations vp. . . . **Eugene J. Tanner** elected Ling-Temco-Vought controller.

Obituary

Owen D. Young, 87, retired GE chmn. & organizer and onetime chmn. of RCA, died July 11 at his winter home in St. Augustine, Fla. after an illness of several months. He joined GE in 1913, was named a vp shortly after, became chairman in 1922—a post he held until retiring in 1939. He resumed position for 3 years (1942-44) during World War II. In 1919, while GE vp, he formed RCA—at request of President Wilson—and became its first chairman. He continued in that post until 1930 when he became chmn. of RCA's executive committee. Three years later he severed all connections with RCA to comply with consent decree entered in a government anti-trust suit aimed at separating GE & RCA. In his long career, Young performed special services for six Presidents. He co-authored with Vice President Charles G. Dawes the Dawes Plan for German reparations after World War I, and originated the Young Plan for fiscal rehabilitation of Germany. He is survived by his 2nd wife, a daughter and 3 sons, one of whom, Charles J. Young, is a research engineer at RCA Labs, Princeton. FCC adopted resolution noting Young "Contributed immeasurably to the growth and development of the American communications industry."

TV-RADIO-PHONO IN MAY: Radio sales in May were higher than May 1961's mark, but both TV & phono sales lagged behind year-ago pace, according to official EIA statistics (for analysis, see p. 8). Here are 5-month tables, compiled from just-released EIA figures:

TV-RADIO DISTRIBUTOR SALES

Month	TV 1962	TV 1961	Radio (excl. auto) 1962	Radio (excl. auto) 1961
January	465,836	403,570	562,869	471,518
February	521,275	428,705	697,893	640,379
March	580,876	500,597	917,236	853,197
April	364,742	347,800	809,499	672,756
May	310,799	349,098	772,479	735,692
TOTAL	2,243,528	2,029,770	3,759,976	3,373,542

TELEVISION PRODUCTION

Month	Total 1962	Total 1961	UHF 1962	UHF 1961
January	488,869	367,935	39,609	25,270
February	541,494	444,418	46,715	24,514
March	659,251	497,458	48,323	21,450
April	510,587	405,808	51,107	19,095
May	474,647	470,399	39,609	22,782
TOTAL	2,674,848	2,186,018	225,163	113,191

RADIO PRODUCTION

Month	Total 1962	Total 1961	Auto Radio 1962	Auto Radio 1961	FM 1962	FM 1961
January	1,350,630	1,090,073	530,589	387,136	76,510	50,421
February	1,464,797	1,115,029	480,232	307,973	84,216	41,357
March	1,810,417	1,384,052	607,510	384,227	81,010	75,044
April	1,472,654	1,124,924	519,296	375,570	63,193	51,260
May	1,444,074	1,196,949	504,846	408,875	62,292	49,705
TOTAL	7,542,572	5,911,027	2,642,743	1,863,781	367,221	267,787

PHONO DISTRIBUTOR SALES

Month	1962 Mono	1962 Stereo	1962 Total	1961 Mono	1961 Stereo	1961 Total
January	48,423	171,305	219,728	74,881	211,268	286,149
February	50,563	188,857	239,420	54,097	210,365	264,462
March	60,206	236,051	299,257	59,290	231,021	290,311
April	54,615	146,577	201,192	48,532	173,585	222,117
May	65,192	130,372	195,564	55,057	164,400	219,457
TOTAL	281,999	873,162	1,155,161	291,857	990,639	1,282,496

PHONO FACTORY SALES

Month	1962 Mono	1962 Stereo	1962 Total	1961 Mono	1961 Stereo	1961 Total
January	68,545	191,014	259,559	80,366	211,383	291,749
February	52,566	202,846	255,412	50,710	204,638	255,348
March	60,991	237,492	298,483	62,396	227,469	289,865
April	45,152	137,950	183,102	53,074	152,974	206,048
May	67,610	119,682	187,292	53,887	142,450	196,337
TOTAL	294,864	888,984	1,183,848	300,433	938,914	1,239,347

Distributor Notes: Jerrold Corp. names Slate & Co. (3960 Merritt Ave., Bronx, N.Y.) N.Y.-area distributor for all consumer products of subsidiary Technical Appliance Corp. Slate will service radius of 75 miles of N.Y.C. • Delmonico International appoints Distributor Associates Inc. (headed by Irving Witz, 6700 N.E. 4th Court, Miami) radio & TV distributor for Miami area • Emerson Radio of Florida names Meyer Kirsner gen. mgr., succeeding Irving Witz who has resigned the factory branch to become Delmonico distributor • Sony Corp. names Martin J. Toohill, ex-Zenith, regional sales mgr. covering 18 midwestern states, hq in Chicago; Jerry McCann, ex-Motorola, named sales mgr., Sony Chicago office, covering Illinois.

Sony Corp. of America will open a consumer showroom at 585 Fifth Ave., N.Y. in September.

GE Up Sharply At Half: GE's earnings jumped 28% to $120 million in 1962's opening half on a 12% sales rise to a record $2.3 billion (see financial table). Performance in 2nd quarter was equally upbeat. Profits rose 26% to $64 million as sales climbed 13% to record $1.2 billion.

"Sales by all segments of the company's consumer products business continued to be strong and to be supported by a high volume of sales at the retail level," Chmn. Ralph J. Cordiner reported. He noted that "similarly, all segments of the component products business relating to consumer and products shared in the increased sales."

Net earnings for each dollar of sales in the first half increased to 5.2¢ from 4.5¢ in Jan.-June 1961. The net earnings figure in the 2nd quarter was 5.3¢ vs. 4.7¢ a year earlier. Cordiner noted that the first-half performance "continued to show a forward momentum."

There are 1,211 TV tape recorders now in use, according to RCA survey of U.S.-made video-tape machines. RCA said 861 of these are in U.S., 450 in other countries. Survey found that broadcasters operate recorders average of 6 hours daily. In its annual report, Ampex says it has sold and installed more than 1,045 Videotape recorders. Also reported by Ampex: Development of miniature Videotape recorder weighing 35 lb. and occupying less than cubic foot. It has bandwidth of 4 mc, was developed under NASA contract but presumably could have eventual broadcast applications.

Ampex expects sales in current fiscal year to increase "at least 10%" over $84.1 million posted in fiscal 1962, ended April 28 (see financial table). Pres. William E. Roberts said "net earnings will increase at a much greater rate." In 1962 fiscal, Ampex earned $3.2 million, compared with $3.9-million loss in year-earlier period. Order backlog on June 17 totaled $32,393,000. Roberts said Ampex plans to introduce more than 25 new products in current fiscal year, "bringing the product mix to the best balance ever achieved by Ampex."

TV payload for Ranger spacecraft to provide close-range pictures of moon was announced last week by Cal. Institute of Technology's Jet Propulsion Lab. Rangers 6 through 9 will carry 6 TV cameras each, to take series of slow-scan high-resolution pictures as Ranger approaches moon for rough landing. There will be 2 wide-angle and 4 narrow-angle cameras. One of the wide-angle cameras "will provide a color image." The 350-lb. TV package was designed & built by RCA.

Philco's National Distributor Council (Vol. 2:25 p9) met for first time July 9 to exchange "ideas for the improvement of consumer products, business in special markets and advertising." All-day session with 12 council members was held in Philadelphia.

Mergers & acquisitions: MCA, which recently acquired 80% of Decca Records (Vol. 2:26 p15), will dispose of its talent agency business by July 18. In 1961, agency business produced $8.4 million of MCA's total $82.4 million revenue • Jerrold Corp. has purchased for undisclosed number of common shares Analab Instrument Corp., Cedar Grove, N.J. maker of electronic test instruments. Acquisition is subject to approval of Analab stockholders.

Puerto Rican office of William N. Greer Assoc. Acoustical Div. has been established at Suite 14, San Juan Darlington Bldg., Box 1707. Phone 724-0458.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Ampex	1962—year to Apr. 28	$ 84,106,000	$ 5,609,000	$ 3,203,000[1]	$0.41	7,786,457
Story p. 11	1961—year to Apr. 28	70,105,000	(9,284,000)	(3,930,000)	—	7,725,597
GE	1962—6 mo. to June 30	2,318,836,000[2]	249,064,000	119,977,000	1.34	89,453,687
Story p. 11	1961—6 mo. to June 30	2,074,425,000	187,399,000	93,478,000	1.05	88,962,498
	1962—qtr. to June 30	1,218,270,000[2]	134,895,000	64,014,000	.71	89,453,687
	1961—qtr. to June 30	1,081,803,000	102,710,000	51,002,000	.57	88,962,489
Wometco Enterprises	1962—24 wks. to June 16	8,915,101	——	916,196[2]	.83	1,006,757
	1961—24 wks. to June 16	6,813,603	——	592,010	.53	896,980
	1962—12 wks. to June 16	4,478,660	——	467,109	—	1,006,757
	1961—12 wks. to June 16	3,379,150	——	290,717	—	896,980
IBM	1962—6 mo. to June 30	931,705,051[2]	234,609,000	116,309,000[2]	4.21	27,615,522
	1961—6 mo. to June 30	811,163,397	203,659,439	100,859,439	3.67	27,515,575
	1962—qtr. to June 30	478,478,773[2]	120,494,018	60,044,018[2]	2.17	27,615,522
	1961—qtr. to June 30	422,101,019	104,482,770	52,032,770	1.89	27,515,575

Notes: [1] After $561,000 provision for possible renegotiation & income taxes applicable to other years; net includes $470,000 from sales of fixed assets & equipment. [2] Record.

Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
Avnet Electronics	Q	$0.10	Aug. 6	July 19
Avnet Electronics	Stk.	2%	Aug. 6	July 19
Ford (new)	—	.45	Sep. 1	Aug. 2
Gross Telecstg.	Q	.40	Aug. 10	July 25
Gross Telecstg-B	Q	.07½	Aug. 10	July 25
Intl. Resistance	Q	.10	Aug. 31	Aug. 15
Litton Industries	Stk.	100%	Aug. 15	July 31
Sony Corp.	—	.17	July 16	April 30
Storer Bcstg.	Q	.45	Sep. 7	Aug. 24
Storer Bcstg.-B	Q	.12½	Sep. 7	Aug. 24

Merger of Bartell Bcstg. and Macfadden Publications into Macfadden-Bartell Corp. (Vol. 2:9 p12), ran into snag last week when court-appointed referee, David W. Peck, recommended disapproval of merger agreement. Stockholders of both companies had approved merger in February, over opposition of minority Macfadden stockholders who last May agreed on plan enabling 2 companies to comingle their assets. Agreement called for family of Bartell Bcstg. Pres.-Chmn. Gerald A. Bartell to surrender 175,000 shares of Macfadden-Bartell common to company's treasury, reducing family's holdings to about 800,000 of merged company's 1,792,598 outstanding common shares. Peck recommended case proceed to trial "unless a more substantial settlement is negotiated."

Stewart-Warner's 1962 sales & earnings are expected to register marked gains over 1961, "assuming a continuation of current business activity," reported Chmn. Bennett Archambault. In first half, profits jumped 22-23% on a 12% sales rise from year-earlier's 91¢ per-share earned on $54.1-million sales. In June quarter, earnings rose about 20% on 12% sales gain from April-June 1961's 51¢ on $27.7-million sales. Archambault said total 1962 earnings will be substantially above 1961's $2.06 a share and may top 1959's record $7.9 million ($2.40 a share).

Avnet Electronics has "initiated a policy of paying cash dividends on a regular quarterly basis and in addition of declaring extra dividends in cash or stock from time to time as financial conditions & needs of the company warrant," Pres. Lester Avnet reported. Avnet's last dividend was a 25c payment August 1961. Under new policy, Avnet will pay 10¢ cash & 2% stock dividend August 6 to holders of record July 19.

MGM will build a shopping center in Culver City, Cal. starting this summer. Project, including land, will be valued at about $2 million. MGM will lease center to Unimart, subsidiary of Food Giant Markets Inc. Shopping center will occupy 12 acres, include department store, service station, garden supply store, supermarket, parking lot.

Reports & comments available: RCA and **Fairchild Camera & Instrument,** comments, Paine, Webber, Jackson & Curtis, 25 Broad St., N.Y. 4.

Electro-Voice was listed for trading on American Stock Exchange July 11. Symbol: ELV.

CBS-TV donated $25,000 in equipment to N.J. Educational TV Corp., first station due to start in Glen Ridge this year (Vol. 2:24 p6). NJ-ETV officials said equipment would cost $100,000 new. It includes booms, power supplies, consoles, amplifiers, dollies, film projection equipment, monitors and synchronizing generators.

Automatically-directed TV camera, which follows movement of operator's eye, may be developed for fast-action coverage of football, etc. Device displayed at Military Electronics Convention in Washington directs fire of guns on helicoper by aiming where pilot looks.

FCC technical report, "Analysis of Field Strength Recorder Charts by Automatic Electronic Equipment," describing construction & operation of automatic electronic chart analyzer equipment, is available from Office of Chief Engineer, Rm. 2220, New Post Office Bldg., Washington 25.

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WEEKLY **Television Digest**

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The authoritative service for executives in all branches of the television arts & industries

SUMMARY-INDEX OF WEEK'S NEWS

Broadcast

TIGHTER TV OVERLAP RULES WEIGHED, FCC paying tribute to TV power, noting trends in newspaper ownership and broadcast editorializing (p. 1).

UHF'S SIMMERING POTPOURRI includes: Uhfers seek FCC help on set tuning, built-in antennas; Court upholds FCC Bakersfield deintermixture decision; FCC drops old help-uhf proposals as unneeded (p. 2).

STOP CASTING TV IN FAGIN ROLE, COLLINS URGES. NAB Pres. tells Institute on Crime & Delinquency that those who make TV scapegoat for juvenile delinquency delude themselves & delay search for solutions (p. 3).

TELSTAR RELAYS COLOR TV, GIRDS FOR BIG WEEK highlighted by first U.S.-Eurovision transatlantic TV exchange tonight (July 23). Telstar-studded program will be seen in 17 countries with more than 200 million viewers (p. 3).

MIAMI CH. 6 PROBLEMS BOTHER FCC. CP to Coral TV set aside. Hearing designated to examine charges Grossman tried to deceive FCC with faked letters (p. 4).

Consumer Electronics

RECTANGULAR COLOR TUBES in 19- & 25-in. sizes, 90-degree deflection, may be next. Corning underwrites development, sounds out tube industry on design considerations in move to aid planning, avoid confusion. Sample bulbs could be delivered early next year, first production possible shortly after midyear (p. 7).

WHITHER GE'S 'SALES & DISPLAY' PLAN? GE moved program into Memphis last week after "excellent response" in Salt Lake City, will determine by late fall whether to extend plan to TV-phono-appliance dealers nationally (p. 8).

KIMCODE PLANS FIRMED by 7 U.S. & Canadian tube makers, says Kimble, with production of 19- & 23-in. bulbs now under way, 16-in. to come soon. GE making samples of Lamilite tube for set makers, considering licensing inquiries from the manufacturers (p. 9).

TOPICS & TRENDS: Global transistor TV being imported by Matsuyama; imported 6-transistor sets now wholesaling as low as $7; Reader's Digest merchandising stereo phonos door-to-door; Packard Bell & Magnavox report sales gains (p. 9).

TIGHTER TV OVERLAP RULES WEIGHED: "Diversification of control of mass media" has long been FCC watchword, as it seeks to keep station ownership in as many hands as possible. Latest move was to propose more restrictions on ownership of stations with overlapping coverage (Vol. 2:29 p4). Full text of proposal wasn't available initially, but it was published last week—and shows Commission is thinking of even tougher restrictions on TV, delivering quite a commercial on power of TV. Said Commission:

"There are persuasive arguments for applying a stricter standard of overlap in TV than in the aural services. The immense impact of TV and its growing influence as an informer and molder of public opinion is well known. The large role which overlapping TV stations may play as purveyors of news and opinion is further intensified, however, by the relatively few TV services which are available in most parts of the country. Consequently, the desirability of encouraging the greatest possible diversity of TV station ownership in a given area may be indicated. Thus, we believe that there may be advantages in prohibiting the overlap of the Grade B contours instead of the Grade A contours as between commonly owned stations. With full recognition that this standard would be more restrictive than our proposals for the other services, the Commission requests comment regarding this alternative."

Interestingly, even as Commission dwelt on concentration of newspaper ownership in fewer hands,

Milwaukee Journal bought Hearst's 125-year-old strike-afflicted *Sentinel*, leaving city with one paper owner. *Sentinel* will continue, *Journal* Pres. Irwin Maier stating that "permanent passing of a morning newspaper in Milwaukee would result in a serious loss of reader & advertiser services." Hearst's WISN-TV isn't included in sale. *Journal* owns WTMJ-TV-AM-FM.

FCC had following to say about trends in newspapers: "First, there has been a steady contraction in the availability of competing, printed daily sources of news & editorial opinion. Although daily newspaper circulation has increased approximately 50% since 1945, the number of cities with competing dailies has shown a continuing decline. According to recent figures, approximately 1,450 American cities have daily newspapers but in only 61 of these cities are there papers under competing ownership. Second, as the number of competing printed outlets has contracted, broadcasters in increasing numbers have begun to assume editorial functions traditionally restricted to printed media. It appears clear that each of these trends is to be a continuing one for the forseeable future."

UHF'S SIMMERING POTPOURRI: Allocations & uhf figured prominently last week in several actions by FCC, courts, etc. Among them:

(1) Possible workings of all-channel-set law were discussed with FCC staff by several uhf telecasters —including Louis G. Baltimore, WBRE-TV Wilkes-Barre, Pa.; George Townsend, WWLP Springfield, Mass.; Warren Williamson, WKBN-TV Youngstown. They were concerned principally about 2 things—"dial ease" and built-in antennas. They asked whether Commission has power under law to make uhf tuning as simple as vhf—mere click, push-button, and the like. Commission staff is dubious about its authority in this area. Then, uhfers asked whether FCC can require set makers to build uhf antennas into sets. Thinking at Commission is that this may be possible.

(2) FCC authority to shift a vhf to uhf was upheld by Court of Appeals in KERO-TV Bakersfield case. Judges Bazelon, Fahy & Bastian ruled that Commission had power to delete station's Ch. 10 and require it to take a uhf channel after its current license expires Dec. 1. Station had contended it was denied evidentiary hearing required by law. But court held that station had its full innings during rule-making which deleted Ch. 10.

(3) FCC abandoned a couple pro-uhf proposals because of all-channel-set law. It had once proposed that all vhf stations be required to operate for a period on both vhf & uhf, and it proposed to set aside "pool" of uhf channels for the purpose. Said Commission last week: "Since it is expected that the all-channel receiver legislation will open up opportunities for the fuller use of uhf channels, these 2 proposals no longer have any immediate utility." Comr. Lee dissented, said operation of uhf by vhfers could provide useful service—3rd network in 2-station city, delayed viewing of programs, etc. Chmn. Minow agreed: "If an imaginative broadcaster comes up with a practical, useful idea on how to widen the public's choice through the use of uhf, we will certainly welcome it."

(4) FCC again ruled that Ch. 2 should stay in St. Louis, where it's used by KTVI, instead of being put back in Springfield, Ill. New decision was reached after case had been sent back by Court of Appeals. FCC decided that uhf is doing fairly well in Springfield with competition from only one vhf, WCIA (Ch. 3) Champaign; that addition of Ch. 2 would have "blighting effect" on uhfs; that St. Louis needs service of Ch. 2; that Terre Haute also needs Ch. 2 service made possible by keeping the channel out of Springfield. As for KTVI, Commission noted that it has been operating 5 years under temporary authority and that "it is only fair & reasonable to require it to account for its operation during that period." Station was given 4-month license and told to file renewal application by Sept. 27.

(5) Growth of uhf will be gradual, despite all-channel law, according to Corinthian Stations Pres. C. Wrede Petersmeyer. In address at Fordham U., he said economics dictate slow increase—but that "a sound base has now been laid for the long-term expansion of TV service." He also warned that station increase won't necessarily mean better programming, and he cited radio's history.

(6) Demand for uhf continues showing signs of increase, an unusual one being FCC action ordering a hearing for Austin, Tex. Ch. 24, 2 applicants vying for channel—a rare situation destined to become more commonplace. And there was Ch. 32 Chicago application filed last week by H. & E. Balaban Corp., licensee of WTVO (Ch. 39) Rockford, 50% owner of WICS (Ch. 20) Springfield, 50% of WHNB-TV (Ch. 30) Hartford.

STOP CASTING TV IN FAGIN ROLE, COLLINS URGES: People who single out TV as scapegoat for, and primary cause of, juvenile delinquency delude themselves & delay search for solutions, NAB Pres. LeRoy Collins told Ninth Annual Institute on Crime & Delinquency in Seattle last week. "Every bit of serious research available simply fails to establish a causal connection between so-called crime-&-violence TV programming and delinquent behavior," he said.

TV programming has "room to improve," he agreed, but "we become diverted & misguided" if "we single out TV as being the prime culprit for the shortcomings of our society." He called for more effective use of TV & radio "in gaining a wider public understanding of the delinquency problems."

"I want to urge the broadcasting industry," Collins said, "to turn its attention to the fertile field the national juvenile delinquency problem offers for such a wide variation of programming ideas which can assist the American people in separating fact from fiction."

Collins had been a prime mover last year in efforts to get govt. to study causes of juvenile delinquency, was most chagrined when Sen. Dodd (D-Conn.) persuaded HEW Secy. Ribicoff to start investigation devoted solely to TV's possible contribution to delinquency. However, he finally got project back on track of "children-TV relationship" rather than the TV-is-guilty-before-tried status (Vol. 2:28 p2).

TELSTAR RELAYS COLOR TV, GIRDS FOR BIG WEEK: "Firsts" galore continued to rattle off busy Telstar last week as jubilant international TV fraternity generated & polished plans to make more TV history today (July 23). First U.S.-Eurovision transatlantic TV exchange will be bounced off high-flying satellite today, making available to some 200 million American & European viewers in 17 countries a Telstar-studded program of famous personalities, sights & events.

Telstar warmed up for big week by bouncing first transatlantic color TV signal from Britain to U.S. on July 16. Transmissions were still pictures, relayed from Goonhilly station in Cornwall, England & picked up at AT&T's Andover, Me. station. U.S. observers rated pictures from "excellent" to "a bit washed out." Three days later, July 19, U.S. used Telstar to transmit first color TV slides to Britain.

Later this week, on July 26, Telstar will be used to enable officials in 23 American cities to talk with leaders of 23 European cities. This will mark heavy-duty test of Telstar as a spatial telephone switchboard.

Most eye-catching of Telstar's achievements will be today's TV extravaganza.

From U.S. to Europe—Live coverage of portion of President Kennedy's news conference; concert at Mount Rushmore and live telecast of 60-foot heads of U.S. Presidents exhibited there; scenes of U.N. in N.Y., Cape Canaveral, the Canadian border, Rio Grande. U.S. transmission will start at 3 p.m., run about 15 min. on Telstar's 123rd orbit. U.S. programs will funnel to 16 countries via ground stations at Goonhilly and at Lannion, France.

From Europe to U.S.—Eurovision's program will originate from Brussels, 5.59 p.m. to 6.17 p.m., on satellite's 124th orbit. Program highlights: views of Sistine Chapel in Vatican, reindeer in Arctic Circle, Champs Elysee in Paris, other scenes of continent.

U.S. programming will be produced by news departments of the 3 networks, involve production staff of some 200. Additionally, each network has scheduled same-day programming to recap event:

ABC: 30-min. recap, 8:30-9 p.m., of highlights of both U.S. & EBU TV exchange. "Telstar News Special" will be sponsored by Procter & Gamble. Jules Bergman will narrate.

CBS: "CBS News Extra" is slated for 8-8:30 p.m., with Doug Edwards anchor man for special report. It will include principal portions of 2-way TV exchange.

NBC: Three specials, totaling 2½ hours, have been scheduled by NBC for July 23. However, special No. 1, from 2:45-3:35 p.m., & special No. 2, 5:45-6:30 p.m., will include U.S. & Eurovision TV exchanges respectively. Merrill Mueller will act as anchorman in N.Y. NBC's big special, 60-min. "Picture from Goonhilly Downs," will originate at 10 p.m. with Chet Huntley narrating.

FCC Chmn. Newton Minow was slated to guest on *Meet the Press* colorcast July 22, on eve of historic transatlantic TV exchange. Interviewers: James Reston, *N.Y. Times;* John Steel, *Time-Life*, Marya Mannes, *Reporter Magazine;* Edwin Newman, NBC News.

MIAMI CH. 6 PROBLEMS BOTHER FCC: FCC still doesn't like Miami Ch. 6 situation, last week reversed examiner, set aside CP to Coral TV Corp., ordered a hearing. It wants to examine charges that Sherwin Grossman, pres. of South Fla. Amusement Co., had sought to deceive Commission (Vol. 2:24 p6). Grossman had been charged with sending faked letters of endorsement to FCC.

He and Coral later got together, South Fla. agreeing to drop out of competition for Ch. 6 upon payment by Coral of $65,000 for expenses and grant of option to Grossman to acquire minority interest in CP. FCC Chief Examiner Cunningham approved agreement, subject to resolution of charges.

Commission last week unanimously decided that charges are "serious." It said that a hearing may clear them up but that it can't permit Grossman to drop out now. To do so, it said, would encourage others to employ dubious tactics with expectation that they could drop out, if discovered, yet receive full compensation for expenses. Commission said Ch. 6 case differs from previous cases in which there was dropout with no charges pending or dropout with no compensation.

In another Miami case, Ch. 10, FCC is expected this week to weigh application of WPST-TV, which is seeking another crack at channel after losing it because of off-the-record "influence" pitches to former Comr. Mack. Commission is considering whether to let application be filed or return it as unacceptable.

CURRENT CAPSULES

Spurt of interest in international broadcasting (shortwave) stations is shown in applications filed recently with FCC. Last week, Mormon Church submitted bid for 250-kw station with transmitter in Deer Park, Fla., studio in Los Angeles, in name of International Educational Bcstg. Corp. Its purpose is to "promote international goodwill & understanding." Church controls KSL-TV Salt Lake City, has interests in KID-TV Idaho Falls & KBOI-TV Boise. Pres. of applicant is James B. Conkling, ex-pres. of Columbia Records; secy.-treas. is Arch Madsen, pres. of KSL-TV. Chmn. is Howard J. Stoddard, chmn. of Mich. State Bank—and rest of officers & directors are also prominent businessmen. Station will be commercial but non-profit, aimed at 5 targets—Europe, North Africa, South America, Central America, Brazil. Construction is estimated at $1,053,720, yearly operating $300,000. Due for filing soon: Guam station, to reach Asia & Pacific islands.

Another recent applicant is Trans World Radio, seeking 250-kw setup in Puerto Rico, to be beamed to Europe, North Africa & South America. Also a religious group, non-denominational, it's headed by Dr. Paul Freed, Southern Baptist minister, son of a missionary; executive dir. is Ben Armstrong, Presbyterian minister. Trans World now operates station in Monte Carlo, broadcasts in 26 languages—using building employed by Nazi radio during World War II.

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Congressional look at TV-radio news coverage and over-all operations of newspapers & wire services is being readied by Anti-trust Subcommittee of House Judiciary Committee. Inquiry & first public hearings are not expected to start until Congress adjourns. Subcommittee Chmn. Rep. Celler (D-N.Y.) said "we shall avoid like the plague any censorship . . . we just want the facts." Among TV-radio facts sought: (1) Does common ownership of newspapers & TV-radio stations result in slanted news? (2) Effects of TV-radio competition in gathering & presenting news. Witnesses to be called will include broadcasting officials and owners of news media & syndicates.

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NAB & General Federation of Women's Clubs are teaming for joint communications program designed to give nation's 8 million clubwomen better understanding of nature & value of TV-radio service. GFWC will distribute NAB's upcoming Speakers' Bureau Directory to about 16,000 clubs. Directory lists some 400 TV-radio executives available to speak, without charge, on broadcasting. NAB will prepare for distribution to clubs & state federations study guides for discussion topics, assist in preparing criteria for awards to be given by clubs to local stations.

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ABC's complaint about national Nielsen ratings—to Congress, FCC, et al.—is still being studied by Commission staff, which has conferred with Nielsen & ABC representatives. ABC contends that some national ABC-TV ratings are too low, in light of individual market showings.

NBC won war as well as "Battle of Newburgh" last week when FCC concluded, in letter to Newburgh, N.Y. city manager Joseph McD. Mitchell, that controversial TV program (Vol. 2:6 p5) "represented a conscientious & responsible effort to review & analyze a problem, the symptoms of which were & are highly controversial." FCC refuted Mitchell's charges that program was biased, misleading & lacking in objectivity, contended that "nowhere is there any evidence of an effort by NBC to present a documentary which would deliberately favor one side over the other."

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Final chapter to CBS's "Biography of a Bookie Joint" telecast (Vol. 1:12 p6) was added by FCC last week with notification to Speaker of Mass. House of Representatives that no "basis exists for further Commission action." Speaker John F. Thompson, in Dec. 6, 1961 letter to Commission, complained program wasn't authentic, singled out Boston for unfair & distorted publicity, carried unwarranted attack on Mass. House. In rejecting claims, FCC noted, in part, "that 9 persons arrested during a raid on the key shop shown in the program were indicted for violations of Massachusetts gambling laws."

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FCC stuck by denial of license renewal of radio KRLA Pasadena, turning down petition for reconsideration. Station said it will go to court. Commission unanimously repeated earlier conclusion that station made program proposals in poor faith, ran fraudulent contest, altered log to deceive Commission, was controlled by an alien. "We adhere to the views," FCC said, "that Donald Cooke is guilty of efforts to mislead the Commission."

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NAB joins National Better Business Bureau to provide closer relationship on advertising standards. Citing Code Authority's "increasingly significant reliance" on BBB, Code Dir. Robert D. Swezey said N.Y. code office last year worked with Bureau on more than 150 TV copy problems. Swezey also announced appointment of Maria E. Michal, formerly Philip Morris information services mgr., as N.Y. code office claims research senior editor.

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British commercial TV firms were warned to watch profits if they want to avoid govt. restrictions. Minister of Science Viscount Hailsham said last week that "if they do not in their own interest mitigate & limit their profits, the days of their empire may be numbered." Hailsham's criticism came at close of 2-day debate in House of Lords of Pilkington Report on broadcasting, resulted in $5.6-million drop in TV company shares.

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NBC-RKO Philadelphia-Boston station swap was ordered to a hearing, as indicated in these columns (Vol. 2:29 p4). Comr. Ford may serve as presiding officer; he has been asked to do so, told colleagues he'd consider it. Commission threw everything into pot—anti-trust charges, program plans, etc.—made Westinghouse Bcstg. and Justice Dept. parties.

Be advised before consenting to telecast trailers of motion picture film for local movie houses, NAB Code Authority advises stations, noting that it has ruled thumbs down on commercial for Columbia Picture's "Advise & Consent." NAB says motion picture ads for TV continue to "pose problems involving questions of good taste." "Advise & Consent" commercial that attracted Code Authority's eye has lovely Gene Tierney asking Walter Pidgeon, "Do you think I'm a bitch?" Seems that Miss Tierney heard that "any bitch with a few bucks and a big house and good care could be a social success in Washington."

FCC is still pondering what to do about radio stations "ganging up" on competitors. In some markets, several stations are grouped under a single rep who offers very substantial group-rate discounts. Both FTC & FCC are investigating complaints of competitors who label practice "unfair competition," etc.

CBS flatly denied it will resume colorcasting next fall with its 2-hour Sept. 23 special of opening concert from N.Y.'s Lincoln Center. Report apparently stemmed from sponsor Corning Glass Works' interest in color TV (see p. 8). It's known that Corning requested program be broadcast in color and at week's end had received no definite reply from CBS. However, CBS-TV affiliate relations & engineering vp William Lodge, in answer to question about report, said it is "not true."

Rules curbing CATV, sought by WBOY-TV Clarksburg, W. Va. (Vol. 1:12 p5), are expected to be turned down by FCC, probably this week. Station wanted FCC to forbid a station to permit CATV to duplicate its programming in another station's territory. Commission's thinking is that correction of abuses should come through new laws and that rules sought would put too much burden on stations.

Personals

CBS-TV Pres. James Aubrey scotched rumors he would be leaving network for presidency of 20th Century-Fox (Vol. 2:27 p5) or any other job. At network's N.Y. hq, he circulated inter-office memo last week to "make it clear that I intend to remain."

Joseph C. Drilling, WJW-TV Cleveland gen. mgr., becomes pres. of Crowell-Collier Bcstg. Aug. 13, headquartering in Los Angeles . . . Alfred N. Greenberg named CBS Radio affiliate relations field mgr. . . . Ray Stanfield appointed Peters, Griffin, Woodward eastern sales mgr—radio, a new post.

Roy Porteous named CBS-TV central division sales vp, headquartering in Chicago . . . Ralph O. Briscoe appointed CBS TV Stations Div. asst. controller . . . J. Robert Kerns, former Storer Bcstg. vp, appointed general advisor to ABC International's associated station in Beirut, Lebanon.

Nicholas N. Kittrie, ex-counsel to Sen. Kefauver's (D-Tenn.) anti-trust & monopoly subcommittee and legal aide to Sen. Wylie (R-Wis.), joins Washington communications law firm Wilner, Bergson, Scheiner & Lessenco.

James Arthur Yergin, Westinghouse Bcstg, asst. research dir., promoted to research dir., succeeding Melvin A. Goldberg who this week becomes NAB research vp . . . Gary Ferlisi, formerly asst. to pres. of KSBW-TV Salinas, Cal., joins TV Affiliates Corp. as mgr. of new station relations dept.

Louis Hausman resigns as TIO dir. to join NBC as a general executive for policy formulation and with over-all responsibility for public information, corporate affairs and standards & practices, succeeded as TIO dir. by Roy Danish; Hausman will be nominated for election to vp at next meeting of NBC board.

David Mink appointed midwestern sales promotion & research mgr., CBS TV Stations National Sales, heading new midwestern sales promotion & research department commencing Aug. 1 in Chicago, 630 N. McClurg Court.

Jack H. Mann elected ABC Radio Network western division vp; Earl Mullin elected station relations vp.

Harold Essex, Triangle Bcstg. Corp. pres. & WSJS-TV Winston-Salem gen. mgr., appointed to Governor's Commission on ETV for N.C. . . . William Thomas Hamilton elected vp-gen. mgr., WNDU-TV-AM South Bend, Ind. . . . H. H. Berger, ex-Robert Lawrence Productions, Toronto, joins CFTO-TV as engineering dir.; J. A. Tester named research & development mgr.; Robert M. Auld appointed commercial production rep.

Dennis Horsford named Minnesota Mining & Mfg. divisional vp with temporary liaison assignment with video-tape productions in N.Y. . . . Louis Hummel named Peters, Griffin, Woodward TV sales mgr.—West, a new post, hq in Prudential Plaza, Chicago (Franklin 2-6373) . . . Howard P. Hudson, ex-Ruder & Finn, N.Y., establishes own PR firm, 300 E. 51st St. (EL 5-3475).

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Sears Roebuck will enter network TV for first time with saturation buy on ABC-TV week of Aug. 20. Purchase marks first use of network TV by any dept. store or mail order house. Nature of shows wasn't announced, but it is known that ad messages will be geared to products, not institutional.

FCC's inquiry into 1961 radio broadcast of *Living Should Be Fun*, featuring nutritionist Dr. Carlton Fredericks, resulted in report that some of 50 stations carrying program failed to present opposite viewpoints on issues of public controversy and that proper sponsorship identification should have been made as required by Sec. 317. No further action is contemplated on past violations, but FCC has placed all licensees on notice "that they must exercise reasonable diligence in investigating & ascertaining the necessity for sponsorship identification to the end that they will not be misled nor ignore situations of this kind in the future." Licensees who failed to recognize applicability of fairness doctrine in broadcasting the series "failed" in their obligations to public, FCC said.

NBC is clearly opposed to broadcast of objectionable material, but any attempts to legislate such restrictions on a local basis raises "a number of very serious problems," NBC Washington attorney Howard Monderer last week told Subcommittee No. 5 of House Committee on the District of Columbia. Subcommittee held hearing on H.R. 9648 which, in part, would prohibit TV-radio broadcasting of objectionable material. "If each state, district or municipality were to pass its own laws regulating broadcasting, much of the national & regional character of the radio & TV media would be destroyed," Monderer said. "Local stations would have to apply their own diverse applicable laws to each of the programs offered to them by networks or other program suppliers, making unworkable any national system of broadcasting."

Radio provides "indispensable" group of services to public and is more vital than ever, NAB Pres. LeRoy Collins told Idaho Bcstrs. Assn. July 20. "Radio is closer to more people than any other single medium of communication," he said, adding: "NAB is now planning a research & training program by which we will explore the content & consequences of what is broadcast and will conduct a wide variety of training sessions for radio station personnel to enable people in radio to do an even better job in serving the public."

New ABC-TV rate card for daytime programming, effective Sept. 3, provides flat commercial minute daytime rate, fully commissionable, covering both time & talent. TV daytime sales vp Edward Bleier said new card provides, without penalty, for short-term campaigns, heavy flights, uneven schedules. Other features: "summer" rate expandable to 26 weeks (April thru September), addition of extra station clearances without additional charge.

Nation's top 100 advertisers increased TV's share to 56.2% in 1961 from 53.5% in 1960. Total ad spending increased $27.8 million. TV billings climbed $61.5 million. TvB also reported that 97 of 1961's top 100 advertisers used TV, 54 increased TV's share of their total ad budgets, 52 spent more than 50% of budget in TV. Total 1961 ad spending by top 100: $1,723,150,999. TV's share (network & spot): $967,972,053.

FCC granted radio WCHJ Brookhaven, Miss. short-term renewal expiring July 1, 1963, noted that licensee had operated at various times without full-time first class operator and had dragged feet in correcting violation after notification.

Speculation about NAB Pres. Collins as possible new HEW Secy. (Vol. 2:29 p5) finally ended with nomination of Cleveland Mayor Anthony Celebrezze for post to succeed Ribicoff.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

COLOR EVOLUTION—19- & 25-IN. RECTANGULAR: Far-reaching move by Corning Glass Works now makes it virtually certain industry will have rectangular color tubes by 1964—possibly a little earlier. There may be 2 sizes, and these most likely will be 19- and either 24- or 25-in., both with 90-degree deflection.

Development of rectangular color-glass bulb by Corning is now nearing completion. Major remaining job is defining exact design parameters, which will be done in cooperation with industry. First samples of new rectangular bulbs could be delivered early next year, with small quantity bulb production possible by midyear or fall. This is earliest timetable, assuming everything goes well.

Corning Glass is prime mover in attempt to make order out of threatening chaos in color tube's future. As biggest producer of picture-tube glass, Corning in past has told tube makers it would develop rectangular color-tube bulbs (of standard color "hard" glass) if they would underwrite developmental costs of $4 million for the 2-year job. But as its faith in color's future increased, Corning decided to pay these costs out of own pocket, offer new standardized bulbs to entire industry.

There are plenty of intra-industry economic & political cross-currents involved. RCA, which recently committed itself to 90-degree 21-in. round color tube for next year, is sympathetically interested, but did not initiate move. Motorola, which has been developing 23-in. rectangular color tube with National Video (using standard black-&-white glass), has certainly been influential in Corning's decision. It may be significant that National Video has been negotiating with Corning's rival Kimble for special 23-in. bulb (of b&w-type glass) for its color tubes (although Corning has also been supplying bulbs for National's developmental color tubes).

Other influences include imminence of picture-tube manufacturers other than RCA in color field—Sylvania & Rauland (Zenith), probably others. It was necessary, Corning felt, to try to find some direction, some plan for future, in color tubes. RCA would have little difficulty in setting up for 90-degree round tube, producing it for year, then switching to rectangular. But other tube makers not now in color might wish to reconsider decision to make round color tubes—and set up for rectangular from start, if they knew far enough in advance bulbs would be available. With its own major expansion program coming up, Corning, too, must know soon what it will be producing in future.

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Here's story behind new color tube bulb proposals:

Corning has sent all tube makers blueprints of proposed designs. First ones were 19- & 24-in. rectangular, 90 degrees. The 24-in. was later revised to 25-in., presumably in order to provide bigger step-up in viewing area from 19-in. Prints were sent to open subject to discussion.

Original proposal stated samples could be delivered by July 1963, production by end of year. Response from tube manufacturers prompted Corning to say it might be able to push this ahead a little, with some production by fall of 1963. Estimates of cost were even ventured by Corning, which reckoned 25-in. bulb would cost at least $5 more than current round one at first, eventually dropping to present cost of round bulb in heavy mass output.

Corning views move to rectangular as evolutionary step after shortening of round color tube by use of 90-degree deflection. In words of Corning TV dept. mgr. Allen W. Dawson: "We're anxious to give our customers what they want, and to give the industry plenty of opportunity for intelligent planning well in advance."

Tube industry's ideas on new color bulb proposals will be exchanged Aug. 8 at meeting of committee

of Joint Electron Device Engineering Councils (JEDEC), the EIA-NEMA group concerned with tube standardization. Meeting will be informal 2nd step toward standard rectangular color bulb design.

A bulb is not a tube—and tube manufacturers say there's still plenty of developmental work required on their part to design elements which will make possible high-quality rectangular 90-degree shadow-mask color tube. Progress of Motorola & National Video in 23-in rectangular tube—as well as Westinghouse's 22-in. rectangular shadow-mask color tube of 1956—show it can be done.

What will effect be on tube makers' plans? For most of them, too early to say. RCA is expected to stick to already announced plan to go to 90-degree round tube next year—as logical interim step toward 90-degree rectangular. Motorola & National Video will certainly be interested in new bulb, but in meantime can be expected to continue present development of rectangular color tube in 23-in. bulb of standard b&w-type glass.

Guessing game in color appears to be over. Corning's assumption of leadership, in enlightened self-interest, means that tube & set manufacturers will be able to make intelligent forward plans. It probably also means more tube manufacturers in color, more color competition—and greater color sales for future.

WHITHER GE'S 'SALES & DISPLAY' PLAN? GE moved into Memphis last week for 2nd road showing of novel "sales & display" plan for franchised TV, console phonograph & appliances dealers. Memphis results, coupled with "excellent response" in Salt Lake City, where plan originated in April, will bear heavily on decision to extend plan nationally, GE told us.

"Memphis will provide new experience because it's a different market and we have many more multiline dealers there," GE said. "Our original planning was for tests in Salt Lake City, Memphis and possibly one other market. We have no plans beyond these 3 markets. We will have to digest our experiences and see where we go from there." Timetable for decision? "We will certainly make a determination by late fall if we haven't automatically reached a decision on the program's future before then."

GE's plan, in nutshell, "frees dealer to do what he can do best—sell." Dealer displays & takes orders on full-line TVs, console phonos, appliances. Area distributor does everything else—delivery, warehousing, service (if dealer desires). Carload discounts are eliminated under program, but volume rebates continue, single-lot prices remain unchanged, and dealer continues to control resale prices.

Program doesn't change dealer profit margin—but does "increase his profitability," GE told us. Overhead is reduced because there are no charges for warehousing, delivery, breakage, insurance and so on. "Sure, on carload lots, a dealer can save some $600," we were told, "but what does it cost him to warehouse that merchandise, deliver it to customers, service it, and insure it? This plan frees the dealer of all these details and leaves him free to concentrate on selling. Our response in Salt Lake City was excellent—and one of the most delightful things there was the 100% participation by GE dealers." It's too early to tell about dealer participation in Memphis, but, GE noted significantly, "it doesn't have to be the same dealers."

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GE will private-label for J. C. Penney Co. laundry and kitchen major appliances which will be introduced early next spring in a group of new & existing Penney stores. National chain operates 1,700 retail outlets which concentrate on soft goods & small appliances. GE's Hot Point Div. will produce the Penney-trademarked ranges, refrigerators, clothes washers, driers, garbage disposals.

7 FIRMS TO MAKE KIMCODE, SAYS KIMBLE: There's plenty evidence that Kimcode, Kimble Glass Co's process for picture tubes requiring no implosion glass, will soon be important factor in industry.

Kimble reports 7 tube makers now committed to turn out Kimcode tubes, although it doesn't state whether these plan pilot-sampling or full-production quantities. Of 10 tube makers in U.S. & Canada considering Kimcode, we were told by Kimble, "4 have definitely set up production, 3 have definite plans for fall, 2 are exploring the engineering possibilities and one is as yet non-committed."

Kimcode bulbs are now in production, "and being built against firm orders." Production now is confined to 23- & 19-in. bulbs, according to Kimble, and "16-in. will come later."

National Video has already obtained UL "yellow tag" listing for completed 23-in. Kimcode tube, goes

into production right away. It's known that one smaller TV set manufacturer has decided to switch over its entire 23-in. line to Kimcode tubes. Meanwhile, Kimble has already developed improved version of Kimcode —Kimcode "Phase 2"—which uses lighter cloth around funnel, less resin and smaller steel rim band, for further weight reduction. This version hasn't yet received UL listing.

There's no question set makers are extremely interested in Kimcode tubes. In addition to our reports last week from RCA & Sylvania tube divisions (Vol. 2:29 p8), we hear from GE CR tube dept. gen. mgr. David C. Scott that his plant has made Kimcode samples to supply to 2 set manufacturers who have requested them.

GE's own picture-tube shielding process—Lamilite, which makes use of thin layer of flexible plastic bonded to faceplate (Vol. 2:26 p9)—is also arousing industry interest. First Lamilite tube size was 16-in., as used in GE's own lightweight Escort portable. Now GE is making up samples in 19- & 23-in.

GE has had "numerous inquiries" about Lamilite process, Scott told us, and is now submitting samples to 3 set makers who requested them. It also has had inquiries from 2 competitive tube manufacturers about possible licensing agreements. GE says that if there's real interest, it will license others to produce Lamilite tubes.

In another tube-shielding development, GE is tooling up to build Corning-type bonded tubes next month —starting with small production capacity until it can gauge demand. GE has been one of hold-outs against Corning twin-panel process—and this company, like others, is wondering what effect Kimcode will have on this now widely accepted Corning bonded approach.

TOPICS & TRENDS

Another brand of Japanese-made portable TV has begun to arrive on U.S. docks in quantity. It's made by Global Mfg. Co., Tokyo, and is being imported by Masuyama International Corp., N.Y., for sale under Global trade name. Details on set weren't available at press time, but it's understood to be transistorized battery-&-AC-powered set, price unknown. Though company claims it's engaged in TV test-marketing project only, it's known that at least 500 sets have been imported so far.

During first half of 1962, about 37,000 TV sets were brought into U.S. from Japan, compared with little more than 10,000 during same period last year. Average factory price of TV sets & chassis being shipped from Japan (some of them less picture tube) is about $58.50.

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Continued price-cutting of transistor radios by smaller importers was reported last week by McGraw-Hill's *Electrical Merchandising Week* in roundup of trends at Independent Housewares Show in Chicago. Wholesale prices of $7.60-$7.75 for 6-transistor radios was reported as common trend, with prices as low as $6.97 being quoted by one importer for 6-transistor sets made in Hong Kong, in lots of 50 or more. *EM Week* also reported 8-transistor radios as low as $10 and 5-tube radios at around $5 "for the right order." Even 4- & 5-transistor type tape recorders were down as low as $16.

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More good business reports: Packard Bell says its home entertainment equipment sales volume increased 67% for the year ended May 31 compared with the preceding 12 months, with consumer products dollar volume currently running at record $19-$20-million-a-year rate. Color set sales were 5 times as high as preceding year. Meanwhile, Magnavox Pres. Frank Freimann claimed his company "now has about 25% of industry sales in the stereo high fidelity radio-phonograph field." He said company's consumer products div. showed "substantial gains" in first-half 1962, with stereo & TV prospects for rest of year "most favorable."

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Riding on publicity of all-channel set law, there's been increase in promotion of uhf sets in predominantly vhf areas. Two recent examples: Emerson Radio of Md. is preparing dealer co-op ad campaign on all-channel 19-in. portable at $199.95. Mort Farr, Upper Darby, Pa., is promoting Du Mont uhf-vhf portable with newspaper ads starting, "OK, Mr. President and Mr. Minow! . . ."

Reader's Digest is experimentally merchandising stereo phonos via home demonstrations as part of its record club activities. Tests are being conducted in Chicago, Buffalo, Rochester & Syracuse by Reader's Digest Special Products. Package deal includes stereo phono with minimum of 43 stereo records for $329. Phono with detachable legs is special model made by RCA Victor. Digest is exclusive sales agent for RCA Victor Record Clubs, having purchased assets year ago from Book-of-the-Month Club.

Capehart's new line, at lower prices, features 19-in. portables at $139.95 & $169.95, five 23-in. consoles at $199.95-$249.95, three combos at $399.95-$549.95. Phono line consists of 6 portables from $19.95 to $129.95, stereo units starting at $69.95.

Trade Personals

Vincent F. Novak, ad & sales promotion mgr. of GE's audio product section, to move to similar post in TV receiver dept., succeeding **Charles R. (Chuck) Lunney**.

Dr. Jerome B. Wiesner, President Kennedy's science advisor, also approved by Senate Labor & Public Welfare Committee to be director of new Office of Science & Technology.

Thomas R. Shepherd, formerly Sylvania Home & Commercial Electronics service vp, appointed Sylvania Electronic Systems personnel mgr., central operation.

Howard Hull named Motorola merchandising mgr. for consumer products, parts & accessories, succeeding **Hugh H. Engleman**, who has resigned to join Bell Sound Div., Thompson Ramo Wooldridge; **Wade Gaylor** promoted to field mgr., parts & accessories, Motorola Consumer Products.

Marvin Kramer appointed vp-gen. mgr. of RCA Distributing Corp.'s Wichita, Kan., branch, succeeding W. J. Walsh, transferred to Kansas City Div.

Richard W. Harbison, ex-Lear, appointed pres., Lear Siegler Service Inc.

Paul D. Burks named GE rectifier products sales mgr., hq in Auburn, N.Y., succeeding **J. G. Walton**, appointed semiconductor sales mgr., northeast region . . . **Peter Vogelgesang** appointed Miratel Electronics chief engineer, Mfg. Div., succeeding **Norman Ritter** who continues as gen. mgr.

Obituary

Lord Nelson of Stafford, 75, English Electric Group chmn., died July 16 in his office at Stafford, England. He joined firm in 1930, is credited with developing it into one of Britain's most successful operations. Among his survivors is son Henry George who succeeded him in 1956 as English Electric's managing dir.

Distributor Notes: Emerson appoints Seattle Radio Supply (2117 Second Ave., Seattle) distributor for Du Mont home entertainment instruments in Alaska & western Washington.

Emerson has retained Mezey-Macowski Design Consultants, Montclair, N.J., to work with design dir. Jules Cinque on all Emerson products, including TVs, radios, phonos, air conditioners.

GE has denied FTC charges that it discriminates in co-op ad payments and illegally restrains retail price competition among competing appliance dealers (Vol. 2:24 p9). GE asked that complaint be dismissed.

Factory sales of TV picture tubes & receiving tubes in May increased in both units & dollars over May-1961 levels. EIA figures show May movement of 703,255 picture tubes valued at $13,676,659—compared with 673,315 units at $13,238,774 a year earlier. Year-to-date unit volume ran slightly ahead—3,815,355 units vs. 3,768,345—but dollar value dropped to $73,079,850 from $75,083,743 in Jan.-May 1961. Receiving tube unit sales increased to 30,251,000 from 29,823,000, and dollar value gained to $25,802,000 from May-1961's $25,308,000. Year-to-date units & dollars also were ahead of a year earlier—153,720,000 tubes at $130,013,000 vs. 147,291,000 units at $124,511,000 in Jan.-May 1961. Here are EIA's figures:

	Picture Tubes		Receiving Tubes	
	Units	Dollars	Units	Dollars
January	802,061	15,625,304	29,592,000	24,789,000
February	733,670	13,944,313	27,977,000	23,841,000
March	817,839	15,580,149	34,884,000	29,743,000
April	758,539	14,253,425	31,016,000	25,838,000
May	703,255	13,676,659	30,251,000	25,802,000
Jan.-May 1962	3,815,355	$73,079,850	153,720,000	$130,013,000
Jan.-May 1961	3,768,345	75,083,743	147,291,000	124,511,000

Factory transistor sales in May ran true to form—up sharply in units, down in dollars compared with year-earlier month. Same up-down pattern prevailed for year to date. May sales totaled 21,217,919 units at $24,951,738 vs. 15,128,181 at $25,113,042 in May 1961. Jan.-May totals showed 101,249,878 units at $123,862,873, compared with 70,783,877 units at $130,971,403 in 1961's first 5 months. Here are EIA's figures:

	1962		1961	
	Units	Dollars	Units	Dollars
January	17,238,376	$ 21,459,598	12,183,931	$ 22,955,167
February	20,239,880	24,151,155	13,270,428	25,699,625
March	22,932,655	28,202,422	15,129,273	29,815,291
April	19,621,048	25,097,960	15,072,064	27,388,278
May	21,217,919	24,951,738	15,128,181	25,113,042
Totals	101,249,878	$123,862,872	70,783,877	$130,971,403

Long-simmering dispute between big tube rebuilder Calvideo Electronics and major picture tube producers burst into legal action last week when Calvideo filed $8 million restraint-of-trade suit against Sylvania and 5 unnamed large picture-tube manufacturers. Filing for double damages under California state law, suit charged Sylvania and others have conspired to force Calvideo and other independent rebuilders out of business by selling picture tubes below cost in Los Angeles market.

Magnavox has moved co-op ad & credit departments from Fort Wayne to offices adjacent to production & shipping facilities at Greeneville, Tenn.

RCA's Record Half: Peak sales & profits were registered by RCA in 1962's first half as earnings soared 36% to $24 million on 18% sales rise to $854 million (see financial table). Net earnings in 2nd quarter zoomed 70% to $9.5 million from $5.6 million in April-June 1961.

NBC also "achieved the highest sales & earnings ever scored for the half year, and the prospects appear good that this upward trend will continue," noted Chmn. David Sarnoff & Pres. Elmer W. Engstrom.

"RCA will do even better in the 2nd half than in the first if the economy maintains its present level of activity," they said, adding: "Our confidence is based on the general health of the company's operation . . . and the increased profitability of all major divisions except electronic data processing" which is still operating in red, but moving "closer to the goal of profitable operations." Sales of RCA home instruments in first half set record pace, they said.

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AB-PT's net operating profit in 1962's 2nd quarter climbed to record $2.5 million from $2.3 million in April-June 1961, but operating net for the half slipped to $5.6 million from $5.7 million (see financial table). Pres. Leonard H. Goldenson said Broadcasting Division set profit records in first half & 2nd quarter. He noted also that ABC is now associated with 21 TV stations in 14 foreign countries, said ABC-TV network program structure this fall "will be reinforced by new affiliated stations in major markets previously not available to ABC-TV on a regular basis." Among them: Syracuse, Rochester, Raleigh.

Screen Gems' earnings in fiscal year to July 1 "were no less than" a record $1.35 a share, up from $1.05 a year earlier, reported exec. vp & gen. mgr. Jerome Hyams. He said sales backlog totaled $25 million vs. $21.8 million 12 months ago, forecast "continued growth, but it probably will not be at the rate of the last 3 or 4 years." Hyams said Screen Gems is "currently associated" with Australian groups in seeking TV station licenses in Melbourne & Sidney.

Mergers & acquisitions: Ampex is acquiring for cash **International Computer,** Los Angeles, formed July 1961 by group of ex-Ampex employes to make ferrite core memories • **Pentron Electronics** has purchased for cash & notes **Campro Products,** Canton, O. maker of utility cabinets • **Maremont Corp.** has purchased 100,000 common shares of **Gabriel Co.** "with a view to eventual consolidation." Pres. Arnold H. Maremont said timing's not set but "we ultimately will make an offer to Gabriel shareholders."

Secondary, 700,000-share offering of Schlumberger Ltd., Daystrom's parent, has been slated for late July or early August. Stock, valued at some $44.4 million at last week's market prices, is being sold for members of Schlumberger family, who own about 67% of firm's 5.3-million outstanding common shares.

Govt.'s final damage suits in electrical conspiracy case (Vol. 17:25 p21) have been filed against 8 defendants in 3 separate actions. Among defendants: Federal Pacific Electric, GE, Westinghouse. New actions make total 11 suits filed by Justice Dept. on grounds govt. was forced to pay inflated prices for heavy electrical equipment.

"Fortune" magazine's 6th annual listing of 100 largest foreign industrial firms appears in August issue. Directory of foreign firms & 500 largest U.S. industrial corporations will be available in mid-August, at 25c, from Fortune Directory, Room 20-63, Time & Life Bldg., N.Y. 20.

Magnavox Peaks at Half: Record volume and earnings were scored by Magnavox in 1962's first half (see financial table). Earnings soared 67% to $4.3 million from $2.5 million a year earlier as sales climbed 42% to $88 million from $61.8 million. In 2nd quarter, earnings rose 62% to $1.9 million on a 50% sales gain to $44.5 million.

Pres. Frank Freimann noted that Magnavox traditionally earns 70-75% of its profits in year's final half, said company is "on schedule" to $200-million sales volume forecast for total year.

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TraVler Radio will be renamed TraVler Industries Inc. (and use capital "V") if shareholders approve at Aug. 19 annual meeting. Pres. Joe Friedman, in annual report, announced record sales of $25.1 million in 1962 fiscal year ended April 30 (see financial table), up from $19.9 million in fiscal 1961. Earnings more than tripled to $639,449 from $211,078. Friedman attributed sales rise primarily to increased private-label production, which rose to 80% of total from 61.7% in fiscal 1961, forecast increase to 90-95% this year. Order backlog was at record $10 million at close of fiscal year.

Consumers' Advisory Council has been established by President Kennedy to reflect "consumer needs & point of view." Dr. Helen G. Canoyer, dean of Cornell U.'s School of Economics, will chair 12-member Council which will meet frequently, submit annual report to President's Council of Economic Advisors. Various govt. agencies & departments have assigned persons for liaison contact with new Council. Labor Dept. has appointed Mrs. Aryness Joy Wickens its Consumer Advisor.

"Cheap Japanese transistor radios which are plentiful here" are bought by "a lot of the guys," notes GI in letter from Thailand published in July 16 *Washington Daily News.* "They work very well. We're the only army in the world where the ordinary soldier walks around with a rifle slung over one shoulder and a portable Japanese transistor radio slung over the other."

Texas Instruments has formed a Materials & Controls Div., headed by vp E. O. Vetter, "to capitalize on long-range opportunities in the materials & electrical controls fields." New division will consolidate Metals & Controls Inc. Div., based in Attleboro, Mass., and 2 Dallas facilities—Materials Research & Development Lab and Materials & Sensors Dept.

TV-appliance trade publications were urged by NARDA exec. vp Jules Steinberg to consider raising ad agency commissions from present 15% to 25% to get better ads. Comparatively low page rate for trade paper ads, Steinberg said, gives agencies little incentive to prepare better, more informative advertisements.

Special "show display" designed for use by distributors & dealers at fairs and other exhibits has been developed by Motorola. Display packs into 2 cartons, can be assembled by one man in less than 20 minutes.

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Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
Allied Radio	Q	$0.08	Aug. 28	Aug. 14
Canadian GE	Q	.05	Sep. 10	Oct. 1
Thompson Ramo Wooldridge	Q	.35	Sep. 15	Aug. 31

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
AB-PT	1962—6 mo. to June 30	——	$ 11,976,000	$ 5,553,000[11]	$1.27[11]	——
	1961—6 mo. to June 30	——	12,108,000	5,694,000[12]	1.31[12]	——
	1962—qtr. to June 30	——	5,534,000	2,511,000[1 13]	.57[13]	——
	1961—qtr. to June 30	——	4,783,000	2,269,000[14]	.52[14]	——
Capital Cities Bcstg.	1962—6 mo. to June 30	——	1,456,954	666,375	.56	1,149,798
	1961—6 mo. to June 30	——	1,007,514	462,616	.39	1,149,798
Clevite	1962—6 mo. to June 30	$ 53,555,494[1]	7,961,108	3,879,108	2.01[3]	1,893,033
	1961—6 mo. to June 30	46,700,745	4,977,739	2,423,739	1.24[3]	1,887,512
	1962—qtr. to June 30	27,583,000[1]	4,122,000	2,027,000	1.05[3]	1,893,033
	1961—qtr. to June 30	24,003,000	2,602,000	1,254,000	.64[3]	1,887,512
CTS Corp.	1962—6 mo. to June 30	13,763,321	2,085,191	1,034,820	.70	1,482,003
	1961—6 mo. to June 30	9,581,479	1,493,888	745,055	.51	1,447,003
	1962—qtr. to June 30	7,000,835	1,039,773	484,806	.33	1,482,003
	1961—qtr. to June 30	5,141,619	819,247	393,812	.27	1,447,003
Desilu Productians	1962—year to Apr. 28	14,223,850	272,478	611,921[15]	.53	1,155,940
	1961—year to Apr. 28	19,845,513	643,146	319,146	.28	1,155,940
Electra-Vaice	1962—qtr. to May 31	2,574,510	381	1,123[7]	—	497,332
	1961—qtr. to May 31	2,301,520	12,249	8,520	0.02	497,332
GE	1962—qtr. to June 30	1,218,270,000[1]	134,895,000	64,014,000	.71	89,453,687
	1961—qtr. to June 30	1,081,803,000	102,710,000	51,002,000	.57	88,962,489
General Instrument	1962—qtr. to May 31	21,188,438[2]	——	202,050	.08	2,561,342
	1961—qtr. to May 31[2]	20,421,254	——	682,860	.27	2,488,700
Gaadwill Stations	1962—6 mo. to June 30	3,863,306	——	342,900	.51	631,903
	1961—6 mo. to June 30	2,576,843	——	154,562	.23	632,143
Hazeltine	1962—6 mo. to June 30	22,105,000	1,840,000	892,000	.57	1,568,029
	1961—6 mo. to June 30	24,611,000	1,689,000	819,000	.52	1,568,029
International Resistance	1962—25 wks. to June 24	14,286,212[1]	2,575,273	1,165,873[1]	.81	1,434,138
	1961—25 wks. to June 24	10,946,738	2,038,268	929,468	.65	1,434,138
	1962—10 wks. to June 24	5,894,812	——	484,977	.34	1,434,138
	1961—10 wks. to June 24	4,451,188	——	362,562	.25	1,434,138
P. R. Mallory	1962—6 mo. to June 30	49,078,494	4,334,051	2,050,379	1.30[3]	1,501,941
	1961—6 mo. to June 30	41,360,943	3,863,514	1,839,973	1.16[3]	1,472,812
Magnavax Story on p. 11	1962—6 mo. to June 30	88,034,000[1]	——	4,282,000[1]	.59	7,313,620
	1961—6 mo. to June 30	61,792,000	——	2,554,000	.36[8]	7,121,040[8]
	1962—qtr. to June 30	44,524,000	——	1,850,000	.26	7,313,620
	1961—qtr. to June 30	29,585,000	——	1,125,000	.16[8]	7,121,040[8]
MGM	1962—40 wks. to June 7	104,718,000[4]	——	3,308,000	1.30	2,554,229
	1961—40 wks. to June 7	110,112,000[5]	——	9,442,000	3.74	2,524,829
	1962—12 wks. to June 7	——	——	755,000	.30	2,554,229
	1961—12 wks. to June 7	——	——	2,758,000	1.09	2,524,829
RCA Story on p. 11	1962—6 mo. to June 30	853,900,000[1]	48,600,000	24,000,000[1]	1.32	16,936,000
	1961—6 mo. to June 30	721,800,000	33,400,000	17,600,000	.97	16,557,000
	1962—qtr. to June 30	428,900,000	19,700,000	9,500,000	.51	16,936,000
	1961—qtr. to June 30	360,100,000	10,800,000	5,600,000	.29	16,557,000
Seven Arts	1962—year to Jan. 31	18,495,569[6]	2,055,555	1,100,555	.85	1,292,384
	1961—year to Jan. 31	——	——	(1,090,212)	—	1,153,250
Storer Bcstg.	1962—6 mo. to June 30	——	——	3,618,366[9]	1.48	2,438,181
	1961—6 mo. to June 30	——	——	2,032,501	.82	2,474,940
	1962—qtr. to June 30	——	——	1,466,770[1]	.60	2,438,181
	1961—qtr. to June 30	——	——	977,083	.39	2,474,940
TraVler Radia Story on p. 11	1962—year to Apr. 30	25,065,078[1]	1,296,449	639,449	.66	965,658
	1961—year to Apr. 30	19,928,831	437,078	211,078	.22[10]	956,435[10]
Varnada	1962—9 mo. to May 31	84,051,418[1]	——	2,719,374[1]	2.08	1,310,593
	1961—9 mo. to May 31	78,307,078	——	2,004,605	1.64	1,222,271
	1962—qtr. to May 31	26,970,093[1]	——	782,531[1]	.60	1,310,593
	1961—qtr. to May 31	24,633,780	——	626,629	.49	1,281,511
Wilcox-Gay	1961—year to Dec. 31	11,646,759	——	(858,210)	—	——
	1960—year to Dec. 31	9,495,497	——	311,740	—	——

Notes: [1] Record. [2] Restated to include Pyramid Electric acquired May 1961. [3] After preferred dividends. [4] Includes $18,255,000 from TV. [5] Includes $14,549,000 from TV. [6] Includes $12,783,245 from TV. [7] After $742 tax credit. [8] Adjusted to reflect 3-for-1 stock split July 1961. [9] Includes $912,863 net from sale of radio WWVA Wheeling Jan. 1962. [10] Adjusted to reflect 5% stock dividend, Sept. 1961. [11] Before capital loss of $157,000 (3¢ a share). [12] Before capital gains of $6,149,000 ($1.42). [13] Before capital loss of $24,000. [14] Before capital gains of $2,235,000 (51¢). [15] Includes $340,640 gain from sale of TV film production.

WEEKLY

Television Digest

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The authoritative service for executives in all branches of the television arts & industries

SUMMARY-INDEX OF WEEK'S NEWS

Broadcast

CROSS, COX, COLLINS, MEYERS—STILL SPECULATION. Guessing persists that Cox will replace Cross who'll move to another govt. job from FCC. Collins NAB renewal expected. Meyers likely to head international TV project if Administration accepts his ideas (p. 1).

THEATER-SIZE COLOR TV now practical, as TNT demonstrates excellent compatible pictures with Philips projector. Compatible Eidophor color next (p. 2).

UHF PUMP-PRIMING BY EDUCATORS pointed up by latest ETV channel reservations—12 in Fla., 6 in Ga., 9 in Ky. (p. 2).

TV-TYPE ALLOCATION FOR FM provides 3 zones, 3 classes of stations, more power, protected service ranges, minimum spacings, city-by-city channel assignments, list of priorities (p. 2).

FINAL LICENSE DENIAL IN 'SMUT' HEARING ordered by FCC. Duluth TV CP on skids for "misrepresentation." Revocation and fines ordered in other radio cases (p. 3).

TELSTAR'S 'GREATEST SHOW ON EARTH' July 23 was rousing transatlantic-TV success cheered by estimated 200 million viewers in 18 countries; less successful is Administration's communications satellite bill which ran into Senate filibuster (p. 4).

Consumer Electronics

RECTANGULAR COLOR TUBES seen appearing in sets in 1964 on basis of Corning Glass timetable. RCA, Zenith & Sylvania indicate they'll stick to plans for 90-degree round tubes first. Motorola expects to be first with rectangular-tube sets (p. 7).

UHF PUSHBUTTON TUNER to be available in year from General Instrument, which is already producing nuvistor tuner claimed to provide 4 times greater tube life, less drift (p. 8).

GE CHOOSES IRELAND over Japan for production of "competitive" parts for U.S. transistor radios. Will it start new trend? (p. 8).

JAPANESE TO PAY ROYALTIES on transistor radio circuits, as long negotiations are concluded with Regency, U.S. transistor radio pioneer (p. 9).

CROSS, COX, COLLINS, MEYERS—STILL SPECULATION: White House's strange silence on FCC appointment may someday be explained—but it isn't winning friends for Administration now. President's intentions, if he has any yet, are known to mighty few people—and they aren't talking.

Belief of those whose information & judgment have been good in such matters is generally this: Comr. John Cross, whose term expired June 30 and who remains on job until his successor is sworn in, is earmarked for good job in govt.—and Broadcast Bureau Chief Kenneth Cox will replace him. Next June, Comr. T.A.M. Craven steps out. With Cross & Craven gone, there would be no commissioner with engineering background. Traditional practice is to have at least one engineer, and it's assumed one would be named. Talk of Craven as member of proposed satellite communications board has faded.

If Cross is to remain in govt., there's speculation that he might be given job in international telecommunications matters. That's what he did at State Dept. before joining FCC. Speaking of State Dept., FCC Chmn. Minow's admin. asst. Tedson J. Meyers has submitted to President a program for using TV (and radio) to further our foreign policy objectives. Details aren't available, but it's believed State Dept. is considered logical focus of such activity. If Administration buys Meyers recommendations, it's assumed he'd go to State to run project. State Dept. spokesman expects favorable action in 10 days.

NAB Pres. LeRoy Collins' 3-year contract runs until Jan. 1964, provides for review by end of this year. It's understood that Collins and review committee, headed by NAB Chmn. Clair McCollough, give every evidence of getting together on contract renewal.

COLOR THEATER-TV NOW PRACTICAL: Demonstration last week by Theatre Network TV of Philips color-TV projector makes it rainbow-clear that there's now satisfactory method of projecting compatible color broadcasts on theater-size screen.

The 3-barrel Dutch-made TV projector uses conventional Schmidt optical system, is "ultimate," said TNT, in TV projection with cathode-ray tubes. As demonstrated at TNT's Woodside, N.Y. technical center, it showed excellent color reproduction & rendition, with adequate brightness on 108-sq.-ft. screen. TNT says it can be used with screen size up to 200 sq. ft., as contrasted to about 54 sq. ft. for previous compatible color projectors.

TNT has 15 Philips projectors, expects to get more from North American Philips, and has announced new TNT Colorvision network, now ready to provide regular closed-circuit color for business & sales meetings, etc. TNT says it now can offer color in 51 cities—including new Philips and older RCA projectors.

Even Philips system isn't last word in color projection, however. Also last week, TNT demonstrated Eidophor system with compatible color to military officials. Experimental Eidophor compatible color system is basically 3 separate units, one for each color—and therefore is prohibitively expensive for commercial use now, despite Eidophor's unparalleled brightness advantages (Vol. 1:14 p3).

Previous Eidophor color demonstrations have used field-sequential color with revolving disc. However, GE is also working on version of compatible color "Light Valve" projector, made under Eidophor patents.

TNT obviously feels there's no need to wait for Eidophor color before offering large-screen color to its business clients. Quality of pictures shown last week gives substance to this view.

UHF PUMP-PRIMING BY EDUCATORS: Explosive growth due for ETV was emphasized by manner in which FCC acted last week in reserving uhf channels at educators' request. In one package, it set aside 27 channels in Fla., Ga. & Ky.—which again invites attention to fact educators can now put their money where their mouths have been.

Minimum of $64 million will be poured into telecasting equipment alone—half each from federal & non-federal funds. Where such channel reservations were frequently vague "insurance" plans of educators, they now often forecast serious intentions.

As we indicated recently, commercial interests will ride this wave, too—bonanza in telecasting equipment sales, hiked market for vhf-uhf sets, improved prospects of uhf receiver circulation (Vol. 2:22 p1).

Fla. gets these additional ETV channels: Boca Raton 45; Bradenton 28, Cocoa 14, Ft. Myers 16, Ft. Pierce 31, Lake City 33, Leesburg 26, Madison 21, Marianna 17, New Smyrna Beach 18, Ocala 15, Palatka 17.

In Ga., these are newly reserved: Ashburn 23, Cochran 15, Dawson 25, Pelham 14, Warm Springs 66, Wrens 20.

Ky. has these new channels—and reportedly is set to move quickly: Ashland 78, Bowling Green 17, Covington 54, Hazard 19, Madisonville 26, Morehead 36, Murray 33, Pikeville 14, Somerset 29. Also last week, FCC proposed a new vhf ETV, in Hatch, moving Ch. 12 from Silver City.

TV-TYPE ALLOCATION FOR FM: New FM rules were finally punched out by FCC—following TV-type allocation principles: more fixed, more "go-no-go" than AM practice. Highlights of new rules:

(1) Three zones (instead of present 2) are established: Zone I (Northeast), I-A (southern Cal., south of 40 degrees), II (rest of U.S.).

(2) Three classes of commercial stations (instead of present 2): Class A, used in all zones, has 3-kw & 300-ft. max., 100-watt min. (instead of present 1-kw & 250-ft. max.). Class B, used in Zones I & I-A, has 50-kw & 500-ft. max., 5-kw min. (instead of present 20-kw & 500-ft. max.). Class C, used in Zone II, has 100-kw & 2,000-ft. max., 10-kw min. (vs. present non-specific ceiling limited by interference considerations).

(3) Specific protected service ranges & minimum co-channel spacings: Class A, 15 mi. service, 65 mi. minimum spacing. Class B, 40 & 150 mi., respectively. Class C, 65 & 180 mi., respectively.

(4) City-by-city channel assignments will be proposed—probably end of Sept. or later. FCC mind isn't yet decided about educational stations—whether to have power ceilings, minimum separations, city-by-city assignments, etc. However, highest 3 EFM channels must meet minimum spacings re lowest 3 commercial channels.

(5) General assignment policy: 10-15 channels 1,000,000 & over; 6-10 in 250,000-1,000,000; 4-6 in 100,000-250,000; 2-4, 50,000-100,000; 1-2, under 50,000.

(6) Priorities for channel assignments come in following order: (a) Take care of existing stations. (b) Give an area first FM service. (c) Give each community at least one FM. (d) Give at least 2 FM signals to as many people as possible. (e) Give 2 stations to all communities able to support them. (f) Provide substitute for inadequate AM service. (g) "Assign channels to communities on the basis of their size, location & number of outside services available."

Existing stations stay put even if they don't comply with new standards. However, FCC won't grant them exceptions to new rules to improve their facilities.

Applications will be processed under new rules starting Aug. 8. Decision itself is effective Sept. 10. Proposal to adopt city-by-city channel assignments is subject to comments until Aug. 31, replies Sept. 17.

FINAL LICENSE DENIAL IN 'SMUT' HEARING: In famed "obscenity case"—radio WDKD Kingstree, S.C.—FCC threw book at licensee E. G. Robinson Jr., ordered renewal denied (Vol. 1:14 p2).

Commission rested decision on several feet, not only "obscenity" issue which is traditionally tough to sustain in court tests. FCC relied most on finding that Robinson lied to Commission in stating he didn't know disc jockey Charlie Walker was emitting off-color material. Secondly, Commission said, if Robinson didn't know what Walker was broadcasting, he had shucked his responsibilities as a licensee.

Commission language on obscenity angle is worth noting. It takes notice of WDKD's claim that under Constitution & law the courts, not FCC, are arbiters of what is obscene. Commission said Walker material was "coarse, vulgar, suggestive, and susceptive of indecent, double meaning," which is different from law's reference to "obscene" or "indecent."

At any rate, FCC said, under WDKD's argument: "A station could present, for 75% or 80% of its broadcast day, entertainment which consisted of records interspersed with [smut] and would nevertheless be of no concern of the Commission . . . The Commission even though charged to issue licenses only when it is in the public interest, would be powerless to prevent this perversion or misuse of a valuable national resource."

FCC went to great lengths to disclaim censorship: "The Commission cannot substitute its taste for that of the broadcaster or his public . . . it cannot set itself up as a national arbiter of taste. Such wholly improper action by the Commission would be disastrous to our system of broadcasting and would not be tolerated by the courts or by the Congress . . . Our whole history establishes [that] we have acted with great circumspection in this sensitive area, and that where the drastic action of denial of renewal has been used, it has been because the situation itself was a drastic or flagrant one. In the circumstances, we think that the greater danger to broadcasting would be our failure to protect the public interest." In addition, Commission held that WDKD was "frequently saturated" with commercials—said that alone is enough to rate a short-term renewal.

Commission reported it disagreed with Examiner Donahue, who termed case a close one and wished he could have recommended a fine & probation instead of taking away license but that rules precluded this. Donahue also said that Robinson should be made "an example" to industry; FCC disagreed on that, too, saying facts in case merit denial—period.

Commission gave Robinson until Sept. 25 to close up shop. Anticipating complaints that Kingstree will lose its only station, FCC said it can move fast to grant a replacement. Robinson will appeal to courts.

Commission was in disciplinary mood last week, taking these additional actions:

(1) Started revocation proceedings against WCLM(FM) Chicago for 9 reasons, including use of storecasting for commercials & horseracing results, leasing service to local news service without telling FCC, improper logging, program misrepresentation, time brokerage, etc.

(2) Ordered $5,000 fine imposed on radio KELP El Paso for failing to disclose sponsors.

(3) Ordered total of $6,500 fines for commonly-owned radio WCHI Chillicothe, WCHO Washington Court House & WKOV Wellston, all Ohio, for "willful" and "repeated" violations of rules—receiving 9 warnings about over-modulation, several about failure to employ first-class and full-time operators.

(4) Took first step toward deleting CP for WHYZ-TV (Ch. 10) Duluth, denying modification of CP for willful misrepresentation and unauthorized transfer of control.

There were no dissents in any of foregoing—though Comr. Cross decided not to vote in Kingstree case, was listed as not participating.

TELSTAR'S 'GREATEST SHOW ON EARTH': Largest TV audience in history saw memorable first live transatlantic TV exchange July 23 (Vol. 2:30 p3) and rave notices are still pouring in. Feat went off without serious technical hitch, and estimated 200 million viewers in 18 countries were held speechless by kaleidoscopic glimpses of people, places & things up to 7,000 miles away.

Anything but speechless was Senate last week, where Administration's satellite communications bill ran into filibuster by Sen. Morse (D-Ore.). At least another dozen Senators stand with Morse in opposition to what they describe as a "giveaway" bill and may stall Senate action until after November elections. As we went to press, Morse had finished 5½ hour talkathon. He contends satellite bill should be subject for public discussion in fall campaigns.

Global TV "within 3 years" was forecast by FCC Chmn. Newton Minow on TV interview following Telstar's July 23 achievement—which he described as "one of the most triumphant days in the history of communications . . . and a great triumph of the human spirit." Re satellite communications bill, he also told ABC-TV audience: "Private ownership of communications under govt. regulations has served us very well through American history, and we are hopeful that as we move into space our traditional philosophy will continue to work equally as well."

Telstar's stellar performance may reduce number of planned experiments. Dr. Loren Mitchell, head of Bell Labs' satellite study system, said last week that Telstar is functioning so well that only one additional experiment is now planned to clear way for worldwide communications via orbiting satellites. He said another Telstar launching is slated for October. Other Telstar developments last week:

(1) ABC announced plans to bid for live TV coverage of major European events. Exec. vp Tom Moore said network would make bids to Eurovision Network for glimpses of Christmas Eve midnight mass from Vatican, May Day celebration from Moscow, Festival of Lights from Oslo, Queen Elizabeth's birthday celebration from England.

(2) Holders of ancillary rights to Patterson-Liston heavyweight championship fight (Chicago, Sept. 25) said they plan to negotiate to bounce match live off Telstar to European viewers.

(3) First live news telecasts from Europe bounced in from Telstar July 24. Each network shared 20-min. span with 5-min. overseas presentation. ABC-TV led off, followed by CBS-TV & NBC-TV. Networks' overseas correspondents generated live-from-Europe spot reports & films of such events as train wreck in France, work on extension of Berlin Wall, Parisian fashions, Geneva disarmament talks.

(4) Pope John commented that Telstar's launching "marked a new stage of peaceful progress," said it had "helped strengthen brotherhood among peoples."

(5) Speculation also grew last week that AT&T may be less than elated over Telstar's rousing TV success. Transatlantic telecast did much for AT&T's image, but also may have focused too much attention on satellite's TV-carrying capabilities—regarded by AT&T as only fringe benefit of over-all communications objective of costly satellite program.

CURRENT CAPSULES

Reply comments on vhf short-spaced drop-ins and deintermixture arrived at FCC per schedule, per expectations. Virtually all comments—some regretfully—acknowledged that all-channel-set law killed deintermixture. Vhf drop-in comments followed conventional whose-ox-gored pattern. Prospective applicants were gung-ho for drop-ins to increase competitive service; existing operators warned of service loss through increased interference. As in past, heaviest filings were by ABC and AMST—former for drop-ins, latter against.

———■———

FCC proposes new class of service to promote ETV. Use of channels in 1990-2110 mc or 2500-2690 mc band would enable central transmitter to serve scattered local schools or other reception points where transmissions would be converted for viewing on conventional TV screens, Commission said. "It is estimated," FCC noted, "that a single-channel system serving about 25 separate schools in a community would cost from 1/5 to 1/3 of the cost of a moderately powered TV broadcasting station doing the same job." Tests conducted for FCC by Adler Electronics indicate "feasibility" of system, Commission said. Comments are due by Sept. 17. Comrs. Bartley & Craven dissented.

———■———

MCA has agreed to dissolve its talent agency & to refrain from influencing its clients in choice of new agents. Justice Dept. announced July 23 that MCA will "immediately" end its talent contracts, close its foreign talent agency operation "within 90 days." Attorney General Kennedy said agreement with MCA was contained in interlocutory order of U.S. District Court in Los Angeles and "achieves one of the principal objectives of the civil anti-trust suit filed against MCA July 13 without the necessity of extended litigation on this issue." Original suit is still pending. Among issues is allegation that MCA's acquisition of Decca Records & subsidiary Universal Pictures restricts competition.

———■———

Third station in Grand Rapids is in the mill—"interim" CP granted to combination of competing applicants, pending FCC's final choice of winner after comparative hearing. Four applicants form grantee, Channel 13 Grand Rapids Inc.: Grand, West Mich., MKO, Peninsular. Major TV hasn't joined. Officers: William C. Dempsey, pres.; James R. Searer, John D. Locks & Mary Jane Morris, vp's; Joseph A. Renihan, secy.-treas. Presidency will rotate every 4 months.

———■———

FCC denied petition for rule making that would deny license to TV station that permits distribution via wire of any of its network programs by a CATV system in the broadcast area of another station carrying same program (Vol. 2:30 p5). Petition was filed by WBOY-TV Clarksburg, W.Va. FCC noted its concern with "problem posed" and "the very real danger that operations of CATV systems may force the local TV station or stations off the air." Petition was denied, however, for various factors, including (1) pending H.R. 6840 & S.1044 would give FCC authority over CATV, and (2) belief that "rule placing responsibility on the licensee for the retransmission of its programs by such systems imposes a burdensome obligation . . ."

CBC has "loaned" Malaya one of its division engineers to assist in establishment of TV system. Malaya's first station, at Kuala Lampur, is expected to begin telecasting by end of 1963. CBC's engineer, George H. Jones, Toronto, is on loan to External Aid Office for about 2 months.

Integrated Communication Systems Inc., 18 E. 49th St., N.Y. (Plaza 2-3434) is new firm which reports it's "developing a specialty in communication endeavors with an emphasis on sales representation in creative media projects." Sales vp is Len Sait, ex-WNTA-TV.

WEAU-TV Eau Claire, Wis. renames Hollingbery rep.

Miami-to-Bimini ETV experiment has demonstrated that TV-taught students on British island learn markedly faster than those taught conventionally. Lessons telecast to Miami schools by Dade County Board of Education also were received by Bimini, 60 miles off Florida coast. TV students showed 40% gain in elementary Spanish over non-TV students, 22% achievement gain in elementary science. Experiment sponsored by Dade County Board of Education was one of first ventures in international ETV.

WSTV-TV Steubenville, O. appoints Peters, Griffin, Woodward rep.

Personals

Darryl F. Zanuck elected 20th Century-Fox pres., succeeding resigned **Spyros S. Skouras,** elected chmn., replacing **Samuel I. Rosenman.** Zanuck's election finally quashed rumors that CBS-TV Pres. **James Aubrey** was in line for post (Vol. 2:30 p8).

Robert F. Hurleigh re-elected MBS pres.; **Philip D'Antoni** named vp-gen. sales mgr., elected a dir. Also elected to board: **Stephen J. McCormick,** radio news & Washington operations vp; **Donald E. Garretson,** chief accountant of parent Minnesota Mining & Mfg. **John J. Verstraete Jr.,** 3M communications dir., elected chmn. of newly formed MBS exec. committee.

John M. Otter promoted to NBC-TV Network national sales dir., succeeding **Thomas B. McFadden,** resigned; succeeded as special program sales dir. by **Sam K. Maxwell Jr.,** ex-CBS-TV . . . **Daniel Sklar,** formerly ZIV-UA, appointed dir., CBS-TV business affairs, Hollywood.

Aubrey W. Groskopf named to CBS-TV dir. of commitments, talent & properties, new post.

Douglas Streff named ABC-TV Central Div. asst. daytime sales mgr. . . . **Morris W. Butler** appointed WLWC Columbus, O. special broadcast services dir., succeeding **Bud Gillis** who joined Ohio ETV Network Commission as exec. secy.

Frank E. Mullen, former NBC exec. vp-gen. mgr., named pres., AP Management Corp. . . . **Ralph S. Hatcher,** national mgr., ABC-TV station relations dept., resigns Aug. 1 to become owner & operator of radio WJBS DeLand, Fla.

Dennis Scuse named head of BBC's U.S. hq staff in N.Y., succeeding **Derek Russell** who becomes BBC's Canadian rep. . . . **Bill Sheehan** appointed ABC News London correspondent, succeeding **Yale Newman** who will be assigned to U.S. duties.

Rodric M. Smith appointed Westinghouse Bcstg. systems & procedures dir., a new post . . . **Robert A. Frase** named technical dir. of WMCT Memphis; **Landon Covington** chief plant engineer . . . **Ray Stanfield** named Peters, Griffin, Woodward eastern sales mgr.-radio, a new post.

Edward Codel, Katz Agency vp, elected pres., Station Reps Assn. for 1962-63. Other elections: **Adam Young,** Adam Young Companies pres., vp; **Robert Dore,** Bob Dore Associates pres., secy.; **Daren F. McGavren,** Daren F. McGavren Co. pres., treas.; **Lloyd Griffin,** Peters, Griffin, Woodward TV pres., elected to board for 2-year term.

Charles L. Getz Jr., ex-KYW-TV Cleveland, and **Norman Wain,** formerly radio WDOK Cleveland, form Wain & Getz Assoc. in that city for advertising & PR . . . **Robert W. Schellenberg** advances to WJXT Jacksonville gen. sales mgr. . . . **Russell G. Gast** promoted to WOW-TV Omaha midwest sales mgr.

Michael S. Kievman, ex-Ziv-UA, joins Warner Bros. TV as central div. district sales mgr., hq in Cincinnati . . . **James J. Badaracco** promoted to RCA Service Co. ETV receiver & distribution systems sales mgr., N.Y.

Obituary

Thomas S. Sullivan, 37, associate of Washington law firm, Dow, Lohnes & Albertson, accidently killed himself July 25 while cleaning gun in his Fairfax, Va. home. Ex-asst. U.S. attorney in Washington, he had also served at SEC.

TV-newspaper cooperation can sell more ads & help retailers move more goods, TvB local sales vp Howard P. Abrams told Rockford, Ill. business executives group. Noting growing trend of fashion shows on TV, he said TvB is "prepared to work with any newspaper which would like to work with a TvB member to help local retailers sell more fashion goods." He said that audiences reached by TV fashion shows "were not obtained by TV alone—they were created in part by other media as well."

FCC has returned as "unacceptable for filing" application by WPST-TV for Ch. 10 Miami. Commission noted it had previously concluded that applicant lacked "the qualifications to operate the station sought," pointed out that less than year has elapsed since FCC lifted station's license for off-record contacts with ex-Comr. Mack. Comr. Lee dissented; Comr. Craven not participating.

Conforming with U.S.-Mexican agreement, FCC has added following channel assignments: Ariz.—Nogales, Ch. 11; Prescott, Ch. 7. Cal.—El Centro, Ch. 7 & 9. N. M.—Silver City-Truth or Consequences, Ch. 6. Tex.—Brady, Ch. 13; Boquillas, Ch. 8; Del Rio, Ch. 10; Ft. Stockton, Ch. 5; Marfa, Ch. 3; Presidio, Ch. 7; San Angelo, Ch. 6; Sonora, Ch. 11.

Mileage cuts, rules waived, were granted by FCC last week to: (1) WKBT (Ch. 8) La Crosse, moving 29 mi. to spot near Galesville; (2) KVKM-TV (Ch. 9) Monahans, Tex., moving 28 mi. toward Odessa-Midland; (3) WVUA-TV (Ch. 12) New Orleans, moving from Socola to Chalmette; (4) WTEV (Ch. 6) New Bedford, moving to location near Tiverton, R.I.

Ga. Assn. of Bcstrs. 27th annual summer meeting at Jekyll Island, Ga., Aug. 5-7, will feature speeches by NAB Pres. Collins, House Commerce Committee Chmn. Harris (D-Ark.), FTC Food & Drug Advertising Div. Chief Charles Sweeny, Zenith Sales Corp. PR Dir. Ted Leitzell. GAB has invited presidents of all state broadcasting associations.

Recent book on TV, including discussion of govt. role, is paperback *TV In America* by Meyer Weinberg, historian & social scientist, teacher at Wright Junior College, Chicago (Ballantine Books, 101 Fifth Ave., N.Y., 312pp., 75¢).

TV spot food billings totaled $51,879,000 in first quarter 1962, up 9.4% from $47,427,000 a year ago, TvB reports. Network billings increased 7.9% during period, from $32,365,903 to $34,933,184.

NAB Pres. LeRoy Collins will be keynote speaker at Oct. 28-30 Broadcasters' Promotion convention at Holiday Inn Central, Dallas.

Program & commercial film "integrater," to eliminate delays & blackouts in cuing, has been developed by NBC, is now used in its N.Y. & Chicago projectors.

Motorola has introduced new closed-circuit TV equipment line embracing 3 transistorized cameras & "glare-proof" monitor.

Closed-circuit equipment prices will be raised average of 5% by Dage Div. of Thompson Ramo Wooldridge, covering cameras, monitors, controls & power supplies.

Deft touch is shown by radio WMT Cedar Rapids, in humorous booklet commemorating 40th anniversary. Station reports it also has serious history for stockholders.

FCC approved sale of KTRE-TV & KTRE Lufkin, Texas to Forest Capital Communications Corp. for $750,000. Comr. Bartley dissented.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

INDUSTRY VIEWS ON RECTANGULAR COLOR: Although rectangular color bulbs—possibly in 2 sizes—are scheduled to become available from Corning next year (Vol. 2:30 p7), the companies most immediately concerned aren't making any outward changes in their near-term planning. There's tremendous interest, however, and great desire for more information.

Corning has said it hopes to have first sample bulbs of "hard glass" (the type used in present color tubes) as soon as early next year, with some production possible by midyear. Most tube makers take conservative approach, predict that sets using tubes made from these new-type bulbs probably wouldn't be available until some time in 1964—meaning "1965" models.

Most directly affected by Corning's move are RCA, currently only U.S. manufacturer of color tubes; Sylvania and Rauland (Zenith), both of which plan to start color-tube production next year, and Motorola & National Video, now developing 23-in. rectangular color tube using b&w glass. All of these companies, while keenly interested in new move, say they're going ahead with previously announced plans. RCA will produce 21-in. round 90-degree tube next year. Rauland & Sylvania will also go to round tubes before rectangular. Waiting for availability of rectangular bulbs and development of new tube elements, life testing, etc., would delay their entry into color at least a year. Motorola thinks it can have its rectangular color tube & set substantially before tube using Corning bulb is ready.

Everyone is concerned with possible costs of Corning's rectangular color bulb. Corning has indicated that rectangular bulb in large size (24- or 25-in.) may cost from $5 to as high as $10 more than current round bulbs at start, presumably coming down to about same as current bulbs after development costs are largely recovered. Some manufacturers think new tube elements (gun for 90-degree rectangular tube, new shadow mask and phosphor screen) as well as labor, will cost more than same components of round tube, too.

There's varying reaction to Corning's proposal for smaller (probably 19-in.) color tube (as well as bigger one). Is there market for it? Will color follow black-&-white in trending toward 19-in.? Nobody knows for sure. Some manufacturers see possibility of eventually saving enough on 19-in. set to make possible $100 price differential at retail. If 25-in. rectangular set could some day sell for $500, wouldn't 19-in. be attractive buy at $400?

Manufacturers are also intrigued by possibility of brighter color pictures which 19-in. tube may make possible. One tube maker gave off-the-cuff estimate that small screen size may make possible 50% increase in brightness with same drive voltage. Here's rundown of views of 4 major companies most closely affected:

RCA sticks to its previously stated view that what sells color is not depth or shape but what's on face of tube. Excellence of present color picture, in RCA's opinion, is due largely to long experience in production of same tube, with gradual improvements all along line. Present color is probably only major TV product which has been produced consistently for more than 5 years without complete redesign.

RCA will produce 90-degree round 21-in. tube beginning next year, expects this tube to be industry standard for at least full year—longer, if price of rectangular tube is substantially higher. Incidentally, RCA hopes that 90-degree round tube will end up costing about same as today's 70-degree round one.

Sylvania, too, will be going ahead with round color tubes next year, right on schedule, but is already working on engineering development of rectangular ones. "We can't lose another year—we'll go ahead with what's available." So said Max Krawitz, mgr. of color tube manufacturing. He, too, pointed out possibilities of higher costs, long development period for rectangular tube, and indicated that Sylvania's color tube production facilities would be in operation on schedule.

Zenith's Rauland Corp. isn't changing immediate plans either. "We're presently setting up to make color tubes at the start of next year," we were told by vp-gen. mgr. W. E. Phillips. Corning move will "have no effect whatever on our program." He said Rauland could make either 70- or 90-degree 21-in. round tubes. He pointed out that rectangular color tubes present "no insurmountable problem" and that Rauland developed & tooled 21-in. rectangular color tubes 6 years ago. While approving of evolutionary development of rectangular tube, he said he felt there'd be at least one more year for round tube as only color display device.

Motorola Consumer Products Pres. Edward R. Taylor saw Corning's move as "encouraging," because it meant "we're getting support in our attempt to develop a better-looking and more salable color set." Development will have "no effect" on Motorola-National Video development of 21-in rectangular color tube, he said. If sets with Corning rectangular bulbs won't be ready before 1965 models, he predicted "we'll be ready ahead of that." He declined to give further details on Motorola's color timetable.

It's evident that tube & set makers are hungry for more information before making definite pronouncements about rectangular color tubes. It will be long time coming. First, bulb design must be agreed upon, then sample bulbs delivered, then real development of tube, life tests, cost studies, etc. However, no one pretends to be disinterested, and rectangular tube is well on way.

UHF PUSHBUTTON TUNER DUE IN YEAR: Stepped-up uhf tuner development, in anticipation of effective date of all-channel law, is becoming apparent on several fronts. General Instrument, for example, has already shown set manufacturers design for pushbutton uhf tuning.

New simplified tuning device could be in production within year, General Instrument Chmn. Monte Cohen told us last week. It uses mechanical-type pushbuttons (like auto radio), has proven to have good stability & repeatability. Big problem, of course, is cost, and how much set manufacturers feel they can add to price of set to provide simple uhf tuning.

New continuous uhf tuner has already gone into production at General Instrument. Using nuvistor oscillator tube, it's smaller than previous models—but big advantage is said to be tube life, claimed to be up to 4 times longer than previous models. It also is reported to be more drift-free. New tuner is now available to set manufacturers.

Best hope for improvement in sensitivity & noise figures of uhf tuners, Cohen believes, is in use of solid-state devices. Although tuner makers are working in this field, according to Cohen, it's "not a near-term development." He sees trend to simplified tuning—through pushbuttons and other devices—as first major change in uhf tuners.

Oak Mfg. announced its re-entry in uhf tuner market last week, as predicted in Vol. 2:23 p7. Oak also will move into consumer field for first time. Pres. E. A. Carter said Oak is ready to produce uhf tuners comparable to those now on market and also has in final design stage a compact tuner & a converter. "Converter sales will mark Oak's first entry into the consumer products field," Carter said, "and units will retail initially in the $30 to $35 range."

GE GOES TO IRELAND—NEW TREND? There's interesting story behind announcement last week by GE radio receiver dept. that it will establish plant in Ireland to make components for some of its radios.

Announced reason for move was to "remain competitive with the increasing Japanese radio competition." It's understood that components to be made are miniature parts for pocket radios. One of these parts is now being imported by GE from Japan; other is made in U.S.

Interestingly, GE surveyed entire world for plant location before deciding on Shannon. Among locations rejected, presumably because of higher costs, were Puerto Rico, Israel, Africa—and Japan itself. New subsidiary, to be known as E.I. Co. Ltd., is slated for completion next January, with production to start in March. Mgr. will be William N. Maddox, now mfg. mgr. of GE radio receiver dept. in Utica.

Parts made in GE's Irish plant will all be shipped to U.S. and used only in U.S.-made radios, according to GE spokesman, who disclaimed any European Common Market ambitions in connection with new plant, officially described as "small."

GE will have interesting electronic neighbor in Shannon—Japan's Sony Corp., now making radios there for sale in Europe.

JAPANESE TO PAY RADIO ROYALTIES: Settlement of long-standing negotiations was reached last week, as Japanese radio manufacturers conceded ownership of basic transistor radio circuit patents by Regency Inc., Indianapolis.

Agreement between EIA of Japan and Regency provides for payment of undisclosed lump sum to Regency, followed by royalties on per-set basis for all future transistor radios using Regency circuit which are exported to U.S. EIAJ & Regency agreed not to reveal financial details of settlement, but it was believed to provide for lump sum of $40,000 for units already shipped to U.S. and 3¢ per radio for future shipments. Agreement was signed by 22 Japanese radio producers.

Regency was first company to market transistorized radio receiver back in 1954 (Vol. 10:43 p11), had market all to self for nearly 2 years. Patent applies to certain printed circuit designs. For some time now, major Japanese radio manufacturers have avoided Regency circuits, but now are expected to return to them as it's understood that even with royalties such circuits are cheaper than those now being used.

U.S. manufacturers aren't involved, since Regency assigned its domestic patent rights to Texas Instruments, which administers licensing program for American set makers. Regency (formerly I.D.E.A. Inc.), now principally in communication radio & component business, no longer makes entertainment-type transistor radios.

TV-RADIO PRODUCTION: EIA statistics for week ended July 20 (29th week of 1962):

	July 14-20	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	94,133	66,949	111,100	3,544,243	3,081,862
Total radio	295,773	268,524	305,206	10,087,910	8,274,962
auto radio	116,182	117,629	78,949	3,626,295	2,589,867

Trade Personals

Brig. Gen. David Sarnoff, RCA chairman, was reported in good condition at week's end in N.Y.'s Roosevelt Hospital following surgery July 25 for removal of gallstones.

Matthew D. Burns, Sylvania senior vp, retires Aug. 1 after 41 years with company & predecessor firms. He joined Sylvania as industrial engineer in 1921, became vp & Electronic Tube Div. gen. mgr. in 1955, was elected senior vp in 1958.

David Packard, Hewlett-Packard pres., elected a National Airlines dir. . . . **J. O. Charshafian**, ex-Curtiss-Wright Corp., elected pres., PRL Electronics, Rahway, N.J. manufacturer of electronic power supplies & electro-mechanical devices.

Hodge C. Morgan, ex-Bendix Radio, named to new post of communication products mktg. mgr., RCA Service Co.

Dwayne M. Berner elected Regency Electronics pres., succeeding **Edward C. Tudor**, named chmn.

Karl W. Bizjak appointed GE receiving tube district sales mgr., Palo Alto, Cal., replacing **E. N. Phillips**, resigned; succeeded by **Carlton E. Chase** as Los Angeles district sales mgr.

Dr. Barlane R. Eichbaum, ex-Ford Aeronutronic Div., joins Philco Scientific Lab staff, Blue Bell, Pa. . . . **Dr. Kenneth A. Macdonald** named chief chemist of Sylvania's Williamsport, Pa. microwave plant.

William A. Harrison elected Allied Radio treas. . . . **A. Randall Walthers** named mktg. mgr., International Resistance's Frontier Electronics Div., Cleveland.

Irving Rossman, former Pentron Electronics pres., joins Universal Audio as pres. after acquiring "substantial equity" in Hollywood maker of broadcast & recording equipment, succeeding **Milton Putnam** who continues as vp & also as pres. of affiliate United Recording.

Obituary

Alvin Gallen, 42, GE Credit Corp. chief attorney, died July 23 while enroute to White Plains (N.Y.) Hospital. He had been on GE's legal staff for 10 years, was named to Credit Corp. post in 1957.

Andrew H. Phelps, 73, retired Westinghouse purchases & traffic vp, died July 24 in Allegheny General Hospital, Pittsburgh. He joined Westinghouse in 1937, was elected vp in 1942, retired 1953. He was chmn. of National Metal Products Co. at his death.

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U.S. tariff policy has had effect of "increasingly importing" foreign labor in face of "a continuing & unresolved high unemployment problem at home," Sprague Electric Chmn. Robert C. Sprague last week told Senate Finance Committee holding hearings on proposed trade expansion act. Representing EIA as chmn. of its Electronic Imports Committee, Sprague emphasized that imports of highly manufactured goods have risen sharply over recent years while U.S. exports of such products have deteriorated. "It is obvious that our competitive position is declining very steeply both at home & abroad in highly competitive manufactures," he said. Prime cause, he noted, is difference in wage rates. He noted that Japanese wage rates are ⅛ or less than U.S. rates, but Japanese electronics shipments to U.S. have soared from $250,000 to $120 million between 1955 & 1961.

Hitachi will enter U.S. TV field with 16-in. set, to be shown this week in N.Y. by International Importers, Chicago. It won't be only 16-in. Japanese-made set to be offered in U.S. Both Delmonico and Matsushita showed them at Music Show in N.Y. last month (Vol. 2:27 p10) and there are hints that both firms will be offering them soon in U.S. Meanwhile, only 16-in. set currently on U.S. market—GE's Escort portable—got promotional kickoff in N.Y. with full-page newspaper ads by Macy's, at $164.95.

GE will pay govt. $7,470,000 to settle 11 damage suits arising out of electrical price-fixing conspiracy (Vol. 17:25 p21). Justice Dept. said settlement was largest ever reached under anti-trust laws' provisions for damage suits against companies convicted of price fixing. Attorney General Robert F. Kennedy said govt. is seeking to negotiate "satisfactory" settlements with 18 other firms involved in conspiracy.

There's gold in FM stereo antennas. Maybe that's why Motorola is calling its new antenna line "Golden Wand." Company introduced line of outdoor FM antennas ($11.95 & $32.50) & accessories as necessary requisite for good quality stereo reception, pointing out that normal range of good FM stereo reception is 20-30% less than monaural FM.

Home electronics exhibitors at Syria's 9th Damascus International Trade Fair, Aug. 25-Sept. 20, include Admiral International, V-M Corp., Webcor, Westinghouse International. U.S. Pavilion will feature exhibits of 65 firms, emphasize "better living for all" theme.

Bogen-Presto Div. of Lear Siegler has been renamed Bogen Communications Div. "to reflect more closely orientation of the broad range of sound products produced." New division will retain established trade names, including Bogen, Challenger, Presto, Pagemaster.

RCA Sales Corp. will award 12 scholarships to 1962 Institute of Management sponsored by National Appliance & Radio-TV Dealers Assn. Selected RCA dealers will attend NARDA school Aug. 6-10 at American U., Washington.

Webcor Chmn. Titus Haffa will build $20-million shopping center on 30-acre tract near Aurora, Ill., 40 miles w. of Chicago. In addition to department store & supermarket, center will include hi-fi equipment, music & appliance shops among numerous other retail stores.

Japan has cut to 6 months from 2 years waiting period required for foreigners before withdrawing invested capital. Move, effective Aug. 1, aims to attract greater foreign capital investment in Japanese industry.

New phono record idea is TeleRecord Inc., Los Angeles firm which is promoting "records by wire," patterned after Florists Telegraph Delivery. Group is aiming at 2,500 record dealer members this year.

"New Dimension in Sound—FM Stereo" will be theme of N.Y. High Fidelity Music Show Oct. 2-6. One of highlights will be Ford Motor Co.'s "concert hall on wheels"—car with special music system including reverberation.

GE broadens its builder line of home entertainment products with addition of transistorized built-in AM radio system for homes, apartments, trailers & motels. It operates from standard doorbell transformer.

Magnavox has cut prices on 3 shirt-pocket radios, from $19.95 to $16.95, from $21.95 to $17.95, from $24.95 to $22.95.

Dominion Electrohome expects 1962 earnings to jump 40% over 1961 on 25% sales rise to record $20 million. Pres. Carl A. Pollock, in half-year report to stockholders, said Jan.-June TV sales were up 37% over year earlier, stereo ahead 46%, portable phonos 28%. He noted "very satisfactory improvement of TV & stereo sales in the U.S.," said U.S. dealers gave products "enthusiastic reception" at recent Music Show in N.Y. Pollock informed stockholders that Electrohome is now incorporated in U.S., has American hq in Chicago, operates warehouses there & in N.Y. "These steps will improve the efficiency of the whole American operation," he said. "A good sales & service structure is being built there."

Webcor has formed division to coordinate & expand national distribution of new stereo components line for radio & electronics fields. George Harder appointed division mgr., succeeded as national accounts mgr. by Gene Martin. New components line, to be introduced later this year, will be sold through sales reps. Mktg. vp James McLaughlin said Components Div. sales effort will be supported by Webcor's national organization of distributors in hi-fi, radio parts and commercial sound fields.

Mergers & acquisitions: Foto-Video Electronics, Cedar Grove, N.J. maker of closed-circuit TV systems, TV test instruments, other electronic equipment, has been acquired by **Diamond Power Specialty Corp.** and will be transferred to latter's Lancaster, O. hq. Foto-Video Pres. Albert J. Baracket has been appointed chief engineer of Diamond Power's electronic dept. which will absorb Foto-Video's lab & production operations.

Lear Siegler's first dividend declarations include quarterly payment of 10¢, payable Sept. 4 to stock of record Aug. 10, and a 3% stock dividend payable Sept. 17 to stock of record Aug. 10. Prior to merger, Lear and Siegler each paid 10¢ quarterly dividends.

Westinghouse overcharged Navy more than $1 million on reactor components, U.S. General Accounting Office charged last week. Matter has been referred to Justice Dept. "for appropriate action," GAC said. Westinghouse denied charges, said "price bid was fair & reasonable."

Siemens & Halske, leading German electrical equipment manufacturer, has borrowed $25 million at 5¾% from U.S. banks. Some $20 million of loan, due 1977, will go to finance operations in Western Hemisphere.

Magnavox has increased quarterly dividend 5¢ to 17½¢ a common share, payable Sept. 15 to holders of record Aug. 24.

Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
Lear Siegler	Q	$0.10	Sep. 4	Aug. 10
Lear Siegler	Stk.	3%	Sep. 17	Aug. 10
Magnavox	Q	.17½	Sep. 15	Aug. 24
P. R. Mallory	Q	.35	Sep. 10	Aug. 10
National Video-A	Q	.12½	Aug. 27	Aug. 10
Stanley Warner	Q	.30	Aug. 24	Aug. 10
Stewart-Warner	Q	.35	Sep. 12	Aug. 17
Stewart-Warner	Stk.	5%	Sep. 12	Aug. 17
TV-Electronics Fund	—	.03	Aug. 31	Aug. 3
Texas Instruments	—	.20	Sep. 14	Aug. 14
Tung-Sol	Q	.17½	Sep. 1	Aug. 10
Warner Bros.	Q	.12½	Nov. 5	Oct. 11
Westinghouse	Q	.30	Sep. 1	Aug. 6

Zenith At Zenith: Record sales & earnings were racked up by Zenith in 1962's first half & June quarter (see financial table). Jan.-June profits jumped 30% to $7 million on 25% sales gain to $146 million. June-quarter earnings rose to $2.3 million from $1.9 million, sales climbed to $64.5 million from $52.7 million.

Unit factory shipments of b&w TVs rose to record levels during first half, as did distributor sales to dealers, Chmn. Hugh Robertson & Pres. Joseph S. Wright reported, resulting in Zenith "attaining an all-time high percentage of industry sales." Combined factory & distributor TV inventories were up over a year ago, but down 21% from year earlier "as a ratio to June sales." Increase in sales of console & combination TVs accounted for 30% of distributors' unit sales gain during period.

Zenith noted that first-half unit factory shipments & distributor sales of radios set records, and factory unit shipments of stereo phonos were "at an all-time high." Company also noted it is "pleased with the acceptance & sale of its new color TV receivers."

Westinghouse Earnings Soar: Westinghouse's earnings in both first half & June quarter showed marked gains over a year earlier (see financial table). Although 2nd-quarter sales increased only 2.5%, earnings jumped 31% to $13.7 million. For first half, earnings improved 30.4% to $25.5 million from $19.6 million in Jan.-June 1961, sales rose 4% to $957 million from $920.4 million.

Pres. Mark W. Cresap Jr. & Chmn. Gwilym A. Price attributed improved performance to increased sales in consumer, construction, defense & space markets.

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Thompson Ramo Wooldridge earnings in 1962's first half more than tripled to $6.4 million from $2 million in Jan.-June 1961 (see financial table). Sales climbed to $231.6 million from $200.9 million. All product divisions contributed to gain. Electronic products & services volume soared 44%. Chmn. J. D. Wright & Pres. H. A. Shepard said "we are forecasting a new record high for sales this year and are reasonably confident that earnings will exceed the 1959-60 level." They made forecast "mindful of the economic storm clouds that have been appearing and which could affect the nation's business climate & our consumer markets in the months ahead."

GT&E Rings Up Record Half: GT&E's first-half earnings rose 13% to record $38.4 million on 11% sales rise to $649.3 million, also a record (see financial table). Chmn. Donald C. Power reported substantial gains in Sylvania sales in first half & June quarter, said Jan.-June earnings nearly doubled Sylvania's year-ago profit.

Manufacturing sales during first half also established record, rose 12% from year earlier to $369.2 million. Manufacturing net income jumped 14% to $13 million.

"Based upon the current economic outlook," Power said, "there is every indication that the upward trend in sales, revenues and net income will continue for the balance of the year."

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Motorola set sales records in first half & 2nd quarter (see financial table). Half-year sales rose 24% to $160 million, earnings climbed 86% to $1.41 per share June-quarter sales were up 21% to $82.6 million, earnings up 43% to $3.2 million. "We anticipate record sales & good earnings in the 3rd quarter," reported Pres. Robert W. Galvin, adding: "We still anticipate a fine market for Motorola radio, TV & stereo products throughout the year. We expect to further increase our percentage of industry TV sales in the 3rd quarter as we have each quarter this year."

National Video sales & earnings slipped in year to May 31 despite 2% gain in unit sales of cathode ray tubes (see financial table). Sales totaled $18.4 million vs. $18.5 million in fiscal 1961. Profits dipped to $934,281 from $1.3 million. Pres. Asher J. Cole attributed slippage to rising costs & increasing price competition, and to closing of South American markets for TV tubes. Unsatisfactory credit conditions, coupled with political unrest in South America, "caused a virtual cessation of shipments to this formerly profitable area in the latter half of National Video's fiscal year," he said.

Bankrupt are Crosby-Teletronics & subsidiary Crosby Electronics, Federal Court Judge Joseph C. Zavatt ruled in Brooklyn last week. Decision followed finding that Crosby-Teletronics Chapter X reorganization plan (Vol. 2:22 p12) was not feasible. M. Rudolph Preuss (250 Fulton Ave., Hempstead, L.I.) was appointed bankruptcy trustee by Referee William J. Rudin, Mineola, N.Y., who adjourned hearing to Aug. 27.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
American Electronics	**1962—6 mo. to June 30**	$ 4,603,307	——	$ (354,451)	—	1,177,842
	1961—6 mo. to June 30	10,572,471	——	65,025	$0.06	1,177,708
	1962—qtr. to June 30	1,950,510	——	3,771	—	1,177,842
	1961—qtr. to June 30	3,132,913	——	43,403	.03	1,177,708
Amphenol-Borg Electronics	**1962—6 mo. to June 30**	43,334,571	$ 2,139,273	1,015,273	.75	1,388,677
	1961—6 mo. to June 30	34,641,054	944,970	463,470	.33	1,388,081
	1962—qtr. to June 30	23,313,144	——	602,889	.43	1,388,677
	1961—qtr. to June 30	19,413,497	——	404,200	.29	1,388,081

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Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Arvin Industries	1962—6 mo. to June 30	40,126,064	2,121,058	1,009,461	.85	1,186,270
	1961—6 mo. to June 30	31,213,652	843,329	416,616	.35	1,137,609
	1962—qtr. to June 30	21,293,817	1,147,455	534,953	.45	1,186,270
	1961—qtr. to June 30	17,568,067	925,182	464,569	.39	1,137,609
Dynamics Corp. of America	1962—6 mo. to June 30	37,782,572[2]	—	1,752,354[2]	.52[1]	3,014,695
	1961—6 mo. to June 30	22,226,614	—	881,840	.23[1]	2,787,027
Electronic Associates	1962—year to June 30	20,819,000	—	1,385,898	.73	759,675
	1961—year to June 30	16,092,000	—	819,641	.42	722,665
Electronic Communications	1962—9 mo. to June 30	25,813,042	870,263	450,263	.60[1]	719,089
	1961—9 mo. to June 30	14,011,525	238,735	144,735	.21[1]	614,510
Fairchild Camera & Instrument	1962—6 mo. to June 30	49,500,000[2]	—	2,844,000[2 3]	1.13	2,526,083
	1961—6 mo. to June 30	44,570,000	—	2,299,000[4]	.91	2,486,950
	1962—qtr. to June 30	25,600,000[2]	—	1,492,000[2 5]	.59	2,526,083
	1961—qtr. to June 30	23,900,000	—	1,422,000[5]	.56	2,486,083
Gabriel	1962—6 mo. to June 30	16,788,085	1,453,370	693,762	.95[1]	729,913
	1961—6 mo. to June 30	15,459,250	591,461	345,142	.50[1]	678,238
	1962—qtr. to June 30	9,258,257	1,035,640	471,027	.65[1]	729,913
	1961—qtr. to June 30	8,736,013	374,859	204,189	.30[1]	678,238
General Bronze	1962—6 mo. to June 30	8,071,763	13,695	13,695	.03	391,820
	1961—6 mo. to June 30	9,567,702	(819,738)	(393,738)[6]	—	391,820
GT&E Story on p. 11	1962—6 mo. to June 30	649,338,000[2]	—	38,387,000[2]	.52[1]	73,846,000
	1961—6 mo. to June 30	585,119,000	—	33,896,000	.46[1]	73,254,000
	1962—qtr. to June 30	331,432,000[2]	—	20,225,000[2]	.27[1]	74,142,000
	1961—qtr. to June 30	297,204,000	—	17,757,000	.24[1]	73,177,000
Metromedia	1962—26 wks. to July 1	26,206,832	4,222,923	1,021,655[2]	.60	1,707,557
	1961—26 wks. to July 2	23,397,580	3,039,433	446,587	.26	1,707,057
	1962—13 wks. to July 1	13,936,518	2,810,019	882,923[2]	.52	1,707,557
	1961—13 wks. to July 2	12,337,991	1,933,557	434,253	.25	1,707,057
Motorola Story on p. 11	1962—6 mo. to June 30	159,649,347[2]	12,123,551	5,685,976	1.41	4,028,672
	1961—6 mo. to June 30	128,722,224	6,426,661	3,062,529	.76	4,028,672
	1962—qtr. to June 30	82,632,185[2]	6,974,897	3,230,032[9]	.80[9]	4,028,672
	1961—qtr. to June 30	68,303,487	4,727,640	2,259,552	.56	4,028,672
National Video Story on p. 11	1962—year to May 31	18,433,163	—	934,281	.76	1,223,334
	1961—year to May 31	18,506,977	—	1,270,159	1.03[7]	1,223,334[7]
Oak Mfg.	1962—6 mo. to June 30	15,769,956[2]	1,263,018	620,568	.95	655,824
	1961—6 mo. to June 30	11,009,138	332,520	187,520	.28	655,794
	1962—qtr. to June 30	8,354,154[2]	693,555	344,555	.53	655,824
	1961—qtr. to June 30	5,826,208	223,108	120,608	.18	655,794
Reeves Soundcraft	1962—6 mo. to June 30	4,022,700	—	11,800	—	3,235,515
	1961—6 mo. to June 30	3,209,800	—	(273,700)[10]	—	3,231,390
Stewart-Warner	1962—6 mo. to June 30	60,598,598	7,732,976	3,812,976[2]	1.15	3,321,421
	1961—6 mo. to June 30	54,141,851	6,340,732	3,032,732	.91	3,322,733
	1962—qtr. to June 30	31,171,420	—	2,069,319	.63	3,321,421
	1961—qtr. to June 30	27,796,755	—	1,686,310	.51	3,322,733
Thompson Ramo Wooldridge Story on p. 11	1962—6 mo. to June 30	231,589,854	13,330,666	6,114,666	1.85[1]	3,391,926
	1961—6 mo. to June 30	200,879,678	5,713,917	2,071,337[8]	.60[1]	3,292,168
	1962—qtr. to June 30	119,919,624	7,415,900	3,536,500	1.02[1]	3,391,926
	1961—qtr. to June 30	104,143,974	2,704,980	581,300[8]	.15[1]	3,292,168
Transcontinent TV	1962—6 mo. to June 30	7,879,380	1,978,940	872,940[2]	.49	1,795,772
	1961—6 mo. to June 30	7,849,204	1,456,992	646,192	.37	1,795,772
	1962—qtr. to June 30	4,139,243	1,075,256	477,256[2]	.27	1,795,772
	1961—qtr. to June 30	4,039,677	842,019	374,639	.21	1,795,772
Tung-Sol	1962—26 wks. to June 30	35,567,514	1,534,635	713,635	.65[1]	926,826
	1961—26 wks. to June 30	31 395,690	1,247,457	641,457	.58[1]	925,858
Warner Bros.	1962—9 mo. to June 2	59,590,000	10,969,000	5,569,000	1.15	4,830,052
	1961—9 mo. to June 2	63,574,000	9,583,000	4,983,000	1.10	4,830,052
Westinghouse Story on p. 11	1962—6 mo. to June 30	956,971,000	45,814,000	25,514,000	.69	35,622,369
	1961—6 mo. to June 30	920,381,000	34,661,000	19,561,000	[1]	34,843,536
	1962—qtr. June 30	496,504,000	24,636,000	13,736,000		35,622,369
	1961—qtr. to June 30	484,277,000	19,693,000	10,493,000	.39	34,843,536
Zenith Story on p. 11	1962—6 mo. to June 30	145,996,770[2]	15,034,574	6,982,609[2]	.77	9,033,177
	1961—6 mo. to June 30	116,698,673	11,899,831	5,339,244	.60[11]	8,989,197[11]
	1962—qtr. to June 30	64,476,007[2]	—	2,253,815[2]	.25	9,033,177
	1961—qtr. to June 30	52,732,808	—	1,947,214	.22[11]	8,989,197[11]

Notes: [1] After preferred dividends. [2] Record. [3] Includes special $450,000 credit representing partial use of loss carry-over from merger of Allen Du Mont Labs. [4] Includes Du Mont Labs carry-over of $225,000. [5] Includes Du Mont Labs carry-over of $315,000. [6] After $426,000 tax credit. [7] Adjusted to reflect 2-for-1 stock split Sept. 1961. [8] After deducting $1,456,320 for inventory adjustment. [9] Does not include net gain of $1 million (25¢ a share) on sale of Motorola Finance Corp. (Vol. 2:25 p10). [10] Before $1,170,400 net gain on sale of investments. [11] Adjusted to reflect 3-for-1 stock split Nov. 1961.

AUG 6 1962

WEEKLY **Television Digest**

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The authoritative service for executives in all branches of the television arts & industries

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FORD PLAN FOR TV PROGRAM FORM would require yearly narrative-on-needs report, composite week on commercial time but not programs, report on program policies, etc. (p. 1).

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SET MAKERS SEEK 2 YEARS UNTIL 'U-DAY,' are likely to get FCC agreement on target for all-channel-receiver production. All 21 receiver manufacturers and 4 tuners makers cooperate in amicable survey & conference (p. 2).

COURT HITS CATV ON 'DUPLICATION,' holding that Twin Falls system can be enjoined from carrying out-of-town signals duplicating KLIX-TV. Attorneys disagree on scope of ruling (p. 3).

CATV GROUP ATTRACTS $10 MILLION & NBC VP, Stern & Williams heading buyers of 18-system 43,500-subscriber complex from Dallas industrialist Sammons (p. 3).

WHIRLING WEEK IN TV SATELLITE PROGRESS as filibuster shunts House communications satellite bill into Foreign Relations Committee. Executive Order seen possible. Telstar continues to score (p. 4).

Consumer Electronics

ZENITH'S 16-IN. TV to go on market next year; it'll be lightweight set like GE's & Philco's; at least 4 importers will also have 16-in. sets (p. 7).

3M TAPE-CARTRIDGE system in pilot production, to be test-marketed in unnamed major area before year's end, with national sales due next year; Revere making unit, with Columbia Records library available for programming (p. 7).

SET MAKERS GROPE FOR NEW PRICE APPROACH: RCA, GE, Westinghouse lead parade of manufacturers supplanting list prices with new ad terminology that evaluates products for consumer guidance (p. 8).

FORD PLAN FOR TV PROGRAM FORM: Father of the "narrative-on-needs" concept of TV program-plan reporting to FCC, Comr. Fred Ford has come to his colleagues with proposal which may weld them into final decision. Commission has been split several ways, couldn't see how Ford's ideas could be implemented. So colleagues asked him to show them how.

In closed sessions, Commission has dicussed proposal—and impression we glean is that combination of Ford and other views will emerge. Ford would have TV stations report yearly on what they've done in preceding 6 months to ascertain program needs of their communities and their plans to meet them. He would abolish "composite week" by which telecaster is supposed to show "typical" week's program in various categories—entertainment, news, agriculture, etc. However, he would have composite week showing breakdown of time devoted to commercials & programs.

Among other requirements of Ford plan: report on station personnel & program facilities; station's program policies and report on changes in policies; description of manager's powers & "autonomy"; call station's attention to NAB Code; report on procedure for handling complaints; give breakdown between commercial & program time.

It's understood that Ford believes program-form for radio is "something else"—that he thinks FCC knows very little about radio, that he'd like Commission to conduct an *en banc* program inquiry just as it did in TV, to learn realities of modern radio. He's reported saying that FCC's official knowledge of radio program encompasses Amos 'n' Andy and Mills Bros.

MORE VHF SHORT-SPACE DROP-INS? "Back door" vhf co-channel & adjacent-channel mileage cuts just authorized by FCC (Vol. 2:31 p6), with Comr. Lee as lone dissenter, may be precursor of more. In these, existing stations were permitted to move to improve facilities, cover more people. Last week, Ch. 13 KHOL-TV Kearney, Neb. & WIBW-TV Topeka were granted waivers allowing 188.3 mi. separation instead of 190—to improve coverage.

Brand-new short vhf drop-ins, the 8 proposed last year and still pending (Vol. 17:31 p2)—Baton Rouge, Dayton, Birmingham, Jacksonville, Knoxville, Johnstown, Charlotte, Oklahoma City—don't go through so readily, because no existing station is using channels involved, and thus there isn't same push. They're still "cold," in that respect. Nonetheless, view around Commission is that the 8 are still likely to go through.

But that isn't end of it. One position at Commission, minority now is this: All-channel-set law is fine —8-10 years from now. That is, it's expected to foster growth of uhf, produce more stations, more competition. But, meanwhile, back at the network sales offices, ABC-TV still doesn't have coverage parity with CBS-TV & NBC-TV. Therefore, why not grant the 3rd vhf in top 50 or 75 markets, cutting mileages as need be—but not to less than, say, 150 miles? This isn't imminent, of course, may not even be probable. But you'll hear more about it in next few years. In his dissent, Comr. Lee voiced view of many—deep concern about mileage reductions, wondering where they'll stop, fearful of degradaton of vhf service. But—he was alone.

SET MAKERS SEEK 2 YEARS UNTIL 'U-DAY': July 1964 should be target for complete conversion to vhf-uhf set production, under new all-channel-receiver law, according to consensus reported to FCC last week—and Commission appears ready to agree.

EIA exec. vp James D. Secrest and consumer products staff dir. L. M. Sandwick were pleased to tell top Commission staffers that all 21 TV set makers and all 4 tuner producers—including non-EIA members—cooperated in survey, not an obstructionist in the lot.

FCC staff conferees, including attorney Henry Geller and engineers James Barr & Julian Dixon, were impressed with spirit of manufacturers, indicated they'd recommend Commission accept industry findings—though of course they wish for earlier target. Seldom has there been so much govt.-industry sweetness following a conflict.

Next move is EIA engineering conference in N.Y. Aug. 7, submission of results to Commission Aug. 14, meeting with FCC representatives Aug. 22. At last week's EIA-FCC meeting, Commission engineers made only a few suggestions for Aug. 7 conference agenda—notably that ease-of-tuning be explored thoroughly.

Without identifying firms, EIA gave FCC a digest of each company's recommendations. "U-Day" cut-off dates ranged from Aug. 1963 to June 1965, with heavy concentration around July 1964. Secrest summarized:

"The July 1964 date coincides with the period when new models are announced to the trade; 1963 models are already in production & distribution, and the designs for the 1964 models, to be announced in the summer of 1963, have been frozen by many manufacturers. To change this pattern would be both expensive & disruptive to the normal trade pattern."

Much depends on speed of tuner makers, too, Secrest noted. Once engineering standards have been set by FCC, producers have to gear to increase production of uhf tuners—or combination vhf-uhf tuners—at about 15 times current 7% of total rate. Same goes for set makers who produce their own tuners.

New law should be bonanza for the 4 tuner manufacturers, incidentally—having a law guaranteeing market for their product, more expensive than vhf-only. Standard Kollsman, General Instrument, Oak & Sarkes Tarzian split the market now. We don't know share of business each has—though some set makers believe they run in foregoing order. They're all aiming to do a job. GI, for example, just announced design of push-button unit (Vol. 2:31 p8) and others are striving for easy-tuning units. One uhf converter maker participated in EIA survey, said he'd have no trouble meeting demand now and in future.

Passage of all-channel law has already hiked rate of vhf-uhf set production, according to set makers —from roughly 7% to 10%, and figure may go to 15% before long.

Though July 1964 undoubtedly will be okay with FCC, EIA was asked to calculate costs of switching a year earlier—but figure is expected to be prohibitive. FCC aims to put subjects on agenda of meeting 2nd week in Sept., shoot for final rules by end of this year.

COURT HITS CATV ON 'DUPLICATION': The first adverse court decision received by CATV industry, affecting its distribution of station signals, was handed down last week.

In Federal Dist. Court in Boise, Judge W. T. Sweigert ruled on "duplication" only. He held that Cable Vision Inc., Twin Falls CATV system, violated "contractual exclusive rights" between KLIX-TV and networks & film distributors when it distributed in Twin Falls the Salt Lake City signals duplicating programs being telecast by KLIX-TV. He decided that Cable Vision was "tortiously interfering" with these rights and, in addition, was "unfairly competing to the detriment of KLIX-TV." He said he's prepared to issue preliminary injunction stopping duplication.

Attorney for Cable Vision, E. Stratford Smith, acknowledged that decision was "damaging" to CATV but that "it's highly susceptible to appeal." He said appeal procedure hadn't been selected yet—whether to ask Judge Sweigert to reconsider or to go directly to 9th Circuit Court of Appeals in San Francisco.

Lawyers don't agree on precise meaning of decision. For example, Sweigert said CATV was interfering with KLIX-TV's "contractual exclusive right to the first run of network & film programs in the community of Twin Falls." Attorneys say they don't know whether this means delayed duplication of KLIX-TV programs (as opposed to simultaneous) is okay and whether it means that CATV can be enjoined only in Twin Falls itself—CATVs in other communities unaffected.

It's agreed that decision affects directly only Idaho, at most, if in fact it's not limited only to Twin Falls. In other states, new suits would have to be brought and concluded to achieve similar injunctions. Of course, Sweigert decision would be cited as precedent if it holds up under appeal.

Sweigert' basic tenet was this: CATV subscribers watch Salt Lake City signals of same programs offered by KLIX-TV. Therefore, KLIX-TV's audience is reduced and its advertising support is weakened.

Judge noted FCC policy on stations vs. CATV—that Commission seeking legislation giving it power to control duplication and he said that KLIX-TV "asserts a contractual exclusivity which is expressly permissible, valid and in conformance with present national policy." "It appears," he said, "that community antenna services, although now beyond the reach of the FCC, do not hold under the national policy any favored status that would exempt them from ordinary common law responsibility to others—broadcasting stations or otherwise." Decision had nothing to say about "property rights" in signal itself, something telecasters are fighting to establish in other cases.

It will take time before uncertainties are smoothed out of case. Meanwhile, stations elsewhere will be encouraged to take action in those cases, relatively few, where CATV systems haven't agreed to stop duplicating. Decision doesn't affect other aspects of CATV signal pickup & distribution.

NAB Pres. LeRoy Collins termed decision a "landmark," said he was gratified and that ruling "should have important & far-reaching implications."

CATV GROUP ATTRACTS $10 MILLION & NBC VP: Dallas industrialist Charles A. Sammons, whose wealth is calculated in 9 figures, increased his nest egg by $10,250,000 last week—selling 18 CATV systems to group headed by Alfred R. Stern, who leaves a top vp job at NBC. Group of systems is 2nd largest, exceeded only by H & B American holdings. Systems have 43,500 subscribers in 10 states. Sammons keeps 5 other systems, has no present plans to sell them.

Televents Corp. is buyer, Stern chmn. & chief exec. officer, with hq in N.Y. Pres. is Carl Williams, pres. of Systems Management Co., Denver, which has been running the systems and will continue to do so. Daniels & Assoc., Denver, handled sale.

Purchase was financed by $5.5 million loan from "a leading N.Y. bank"; $2.85 million of debentures from institutional clients of John W. Bristol & Co., N.Y. investment counselors; private investors, including Stern who holds largest single interest in firm.

Stern has been with NBC since 1952; since 1959, he has been vp in charge of NBC Enterprises Div.—covering NBC International, NBC Films, merchandising & licensing of subsidiary program rights, sales of film prints, theatrical activities. Williams is attorney who in 1958 with Bill Daniels founded Daniels & Assoc.

WHIRLING WEEK IN TV SATELLITE PROGRESS: In U.S. efforts to get communications satellite system on road, 4 major developments emerged last week: (1) Senate liberals successfully filibustered Administration's satellite bill off floor into Foreign Relations Committee. (2) President Kennedy was considering bypassing legislators and setting up system by executive order. (3) AT&T's Telstar continued its impressive performance, flashing TV signals & phone calls back and forth between U.S. & Europe. (4) Hint of trouble over satellite frequency assignments loomed from Soviet Union.

In Senate, bloc led by Sens. Morse (D-Ore.) & Kefauver (D-Tenn.) staged filibuster, which at times deteriorated into bitter wrangling, finally managed to have Administration-backed satellite measure sidetracked to Foreign Relations Committee. Administration immediately threw in big guns, Attorney General Kennedy & FCC Chmn. Minow appearing at opening session, urging passage of bill. Committee has orders to report it back to Senate by Aug. 10.

From White House, meanwhile, came indications that President may get system underway with or without Congress: Aides reportedly will urge issuance of executive order directing NASA & FCC to go ahead with commercial authorization. Quirk of law is understood to give him power in this field—harking back to similar Presidential action when Congress was slow in passing law regarding ocean cables. Big catalyst for this action is upcoming 113-nation conference next year to hash out frequency assignments for space communications. Feeling is that nation with workable system already operating will have great advantage.

Oblivious to all this static, Telstar continued to work spectacularly. Former President Eisenhower was telecast from Stockholm, and Britain & France continued attempting to outdo each other with news & documentary transmission. ABC put in bids to use Telstar to relay European events, including May Day in Moscow. And an AT&T spokesman said 2nd Telstar may be launched in fall, to lengthen telecasts.

Possible big trouble that could jeopardize future of space TV, however, may come from Russia. U.S. has proposed 2 microwave bands, totaling 3,000-mc for satellite system. Russia wants narrower band of only 950-mc. and on frequencies U.S. has allocated for military radar.

Not to be outdone, American Federation of TV & Radio Artists has started to worry early, held press conference to announce it would begin discussions shortly with European counterparts over future talent & fee difficulties expected when global TV gets into full swing.

Matty Fox's Bolshoi tapes finally reached telecast stage Aug. 2, after nearly 3 years on sales shelf—but with two interesting changes. Scheduled, as we had predicted (Vol. 2:27 p2), as a summertime special on RKO General Phonevision's Hartford, Conn. pay-TV test, *The Best of the Bolshoi* was ballyhooed to Phonevision customers as "$1,500,000 film . . . never seen on any other TV broadcast or in any theatre." Actually, telecast was from high-grade b&w 35-mm kinescope made from original color tapes, although RKO vp John Pinto preferred to call it "a film transfer." (Although RKO General-owned WHCT has no local tape facilities, the tape could theoretically have been played at WOR-TV N.Y. and fed to WHCT via microwave.) Missing from credit roster of the production, curiously, was the name of Matthew Fox, the entrepreneur who out-bid NBC-TV, Ed Sullivan, et al. in 1959 for TV rights to the famed Soviet ballet company. "Executive producer" status was credited to Paul White, with Ted Mills as "producer," and with "S. Hurok and ANTA" sharing presentation billing with WHCT. Price to viewers for ballet evening: $2:00—tops, so far, in Phonevision charges for a single event.

"Revolutionary" new TV **commercial** production service, claimed to reduce costs as much as 30%, was announced by Paramount TV Productions, Hollywood. Service will handle taped & filmed commercials, in b&w and color, using live action, animation or combinations.

No-action dept.: FCC Comr. Cross' spot remains in limbo, no action on vacancy from White House. Two more names were thrown into speculation last week: N.J. Public Utilities Commission Chmn. William Hyland and Columbia U. School of Journalism Prof. Penn Kimball. Former couldn't be reached last week, but Kimball could. He said that he'd been asked to consider job, hadn't been offered it—"nothing as concrete as that"—was considering it, but "I'm not campaigning for it." He's been at Columbia 3 years, *Collier's* 3, *Omnibus* 2, *N.Y. Times* 3. Twenty years ago, he served on *U.S. News & World Report*, once was asst. to Sen. Benton (D-Conn.). So guessing continues: Cross out, Cross in? Cox up, Cox down? Dark horse looms, dark horse unlooms? Replacement now, replacement later?

Two million Detroiters will be served by 100-watt uhf translators on Ch. 79 & 83, FCC said, granting Purdue U. the repeaters as satellites of experimental airborne ETV station which circles over Montpelier, Ind. and transmits classroom instructions during school year. The high-flown educators, by the way, are thinking about telecasting medical instructive material to physicians—if someone will pay for it.

Propaganda broadcasts, foreign source unidentified, are being carried by some stations, FCC announced last week, warning stations of law requiring proper disclosure. Though Commission didn't publicize it, it's understood that Katanga Information Office is the source.

Personals

Ray W. Welpott elected vp, NBC owned stations & NBC Spot sales, continuing as mgr. of WRCV-TV & WRCV Philadelphia, maintaining offices there. **Louis Hausman**, gen. executive, elected a vp. **John M. Otter** elected vp, NBC-TV national sales.

Elmer W. Lower promoted to NBC News gen. mgr. . . . **Philip G. King**, ex-Pat McDermott Co. vp, appointed WCBS-TV N.Y. information services dir.

Edmund C. Bunker, ex-Froedtert Malt Corp. exec. vp, former CBS-TV vp & gen. sales mgr. and CBS Inc. corporate vp, named Radio Advertising Bureau pres., succeeding **Kevin B. Sweeney**, who retires March 1.

Douglas Streff promoted to ABC-TV central div. asst. daytime sales mgr. . . . **John A. Buning** resigns NAB field representative post to take over direction of his radio WBAR Bartow, Fla. . . . **Jerry Schnitzer**, TV commercials and feature film producer & dir., forms Gerald Schnitzer Productions, Hollywood.

Dr. Lawrence T. Frymire, educational radio WKAR Michigan State U. mgr., appointed chief, Educational Bcstg. Branch of FCC Research & Education Div., succeeding **Dr. Keith Engar**, who resigned to resume post as mgr., educational KUED, U. of Utah.

Larry Walker retires Oct. 1 as exec. vp of Carolina Bcstg. Co. (WSOC-TV & WSOC Charlotte) a one-time classical pianist, vaudeville performer and network radio entertainer, he's former vp of Jefferson-Standard Bcstg. Co. (WBTV & WBT Charlotte).

Marie Torre, ex-*N.Y. Herald Tribune* syndicated columnist jailed in 1959 for refusing to disclose information source (Vol. 15:2 p7), joins KDKA-TV Pittsburgh news staff.

Don Sbarra promoted to KARD-TV Wichita & Kansas State Network vp & gen. mgr. . . . **Earl R. Bechtel** advances to WTVN Columbus, O. local sales mgr.

Bernie Whitaker advances to WRAL-TV Raleigh gen. sales mgr.; **William R. Murray** named local sales mgr. . . . **Mike McCormick**, ex-WHAS-TV Louisville local-regional sales mgr. & asst. gen. mgr., appointed KPLR-TV St. Louis sales mgr. . . . **Bazil O'Hagan** promoted to WNDU-TV South Bend station mgr.

Lee Browning, WFIE-TV Evansville, Ind. vp-gen. mgr., becomes WFRV Green Bay gen. mgr. Sept. 15, succeeding **E. Berry Smith** who resigns to join Marine Capital Corp., Milwaukee, as broadcast executive; **Jack E. Douglas**, formerly WCSI Columbus, Ind., succeeds Browning as WFIE gen. mgr.

Richard D. Heffner promoted to Educational Bcstg. Corp. (WNDT N.Y.) vp-gen. mgr.; **G. Edward Hamilton** named asst. gen. mgr.

———■———

Arnold Alpert, former publisher of *U.S. Radio* and *U.S. FM* until merger of the magazines with Sponsor Publications last year, joins Television Digest Inc. as general manager at Washington hq. His responsibilities include administration, sales, promotion, circulation. In addition to extensive experience in broadcast publishing & advertising fields since 1946, Alpert has served as reporter for *Wall St. Journal*, handled publications for Railway Express Agency. He's graduate of Columbia U. Graduate School of Journalism.

Paul B. Comstock, law partner of Sen. Holland (D-Fla.), joins NAB Sept. 1 as govt. affairs vp. Hollis M. Seavey, NAB govt. affairs mgr., will be his asst. Comstock is native of Okla., previously served 6 years in Washington with State Dept. and National Security Council. In Fla., he was exec. dir. of Fla. Bar Assn. and editor of *Florida Bar Journal*. He received B.A. degree in govt. from Okla. U in 1943, LL.B. there in 1948, degree in public law from Columbia U. in 1951. During World War II, he was intelligence officer on Gen. Bradley's staff, also served during Korean War.

Broadcast engineering conference planning committee for NAB 1963 Chicago convention: Orrin W. Towner, WHAS-TV Louisville, chmn.; William S. Duttera, NBC; J. B. Epperson, Scripps-Howard Bcstg.; James E. Gray, radio WYDE Birmingham; Albin R. Hillstrom, KOOL-TV Phoenix; Clyde M. Hunt, Post-Newsweek Stations, Washington; Leslie S. Learned, MBS; Frank Marx, ABC; James D. Parker, CBS-TV; Jack Petrik, KETV Omaha.

Acting chiefs for FCC offices left vacant by creation of new review board were appointed last week: John J. O'Malley was named acting asst. gen. counsel, Regulatory Div.; David Warren, acting chief, Office of Opinions & Review; Sylvia D. Kessler, acting chief, Renewal & Transfer Div.

Senate Commerce Committee changes: Scott (R-Pa.) rejoins Communications Subcommittee as ranking Republican, replacing Cotton (R-N.H.), who moves to Surface Transportation Subcommittee. Sen. Prouty (R-Vt.) also named to communications group.

New educational & religious TV program developing and distributing organization, Educational & Religious Radio & TV Assn Inc., has been formed with hq at Rm. 1011, 1319 F St. N.W., Washington 4, D. C., phone Executive 3-6267. It's non-profit, non-denominational, financed by grant from Lilly Endowment Inc. Ella F. Harllee is pres.

Winners in Radio Free Europe Fund's 1962 Broadcasters' Participation Awards Program: WLOF-TV Orlando; WBZ-TV Boston, radios KFLG Walsenburg, Colo. & WEJL Scranton. Awards are given to stations making best promotional efforts to support RFE. Representatives from each station will tour RFE facilities in West Germany & Portugal.

"Broadcast Secretary" to President, giving TV-radio equal status with press, was suggested to President Kennedy last week by Richard S. Aldrich, GOP candidate in N.Y.'s 19th District and cousin of Gov. Rockefeller.

New consumer-analysis service launched by SRDS-DATA Inc., Consumer/Audience Profiles, will provide advertisers with specific information on correlation between consumer buying habits and viewing, listening, & reading. Richard White, ex-BBDO, has been appointed dir.

Peters, Griffin, Woodward moves Atlanta office to 1371 Peachtree St., N. E., phone 875-7763. Company is named rep for upcoming WNYS-TV Syracuse, also opens Minneapolis office headed by **John J. Cameron**, ex-MCA & Ziv (1710 First National Bank Bldg., phone 333-2425).

Birmingham $1.5 million libel suit against CBS for program depicting racial tensions in city was thrown out last week by Federal Judge Seybourn Lynne. He agreed with CBS lawyers' contentions that network couldn't be sued in Alabama because it does no business in state.

WALA-TV & WALA Mobile name Select Station Representatives as rep.

Auto glass commercials by Libbey-Owens-Ford and General Motors were cited as deceptive by FTC hearing examiner last week. Examiner Harry R. Hinkes charged 1957-58 filmed commercials utilized deceptive camera techniques & devices to give inaccurate comparison of optical distortion between safety plate glass and safety sheet glass. FTC issued original complaint in Oct., 1959, in one of first big deceptive TV advertising cases. In initial decision, Hinkes ruled: (1) Glass used in side windows of GM cars isn't of same grade & quality as that in windshields, but lower. (2) Films weren't accurate demonstration of perceptible disparity between optical distortions of plate glass & sheet glass under ordinary conditions. He also said in certain sequences, films made through open windows were represented as being photographed through plate glass. Decision may be reviewed by Commission. Commission also issued consent orders against Louis Marx & Co., N.Y., and Remco Industries, Newark, for false & misleading TV commercials to promote toys.

Network TV gross time billings totaled $66,101,761 in May, 12% higher than May, 1961's $58,805,784, TvB reports. For first 5 months, billings were $324,050,243, up 11.5% over last year's $290,525,162. ABC picked up 6.6%, from $79,403,040 to $84,659,058; CBS rose 15.4%, $107,-812,050 to $124,362,088; NBC gained 11.3%, $103,310,072 to $115,029,097. Daytime billings through May were up 15% from last year, $88,252,101 to $101,511,035; while nighttime increased 10%, $202,273,061 to $222,539,208.

Patterson-Liston title fight Sept. 25 will be televised to potential one million home viewers via CATV by Tele-PrompTer Corp. Company also will lease equipment and arrange cable facilities for Graff, Reiner & Smith Enterprises' closed-circuit theatre telecasts of match. Tele-PrompTer Pres. Irving B. Kahn based million audience figure on fact that CATV home participation jumped from possible 23,500 sets in June 1960 to 150,000 for Patterson-McNeeley bout last December. He said number could "easily" be doubled for this fight, with average of 3.5 viewers per set. TelePrompTer also will telecast Fullmer-Tiger bout from Candlestick Park, San Francisco, Sept. 12.

Huge untapped TV program source may be opening up, as individual stations & groups begin producing own shows to supplement network offerings, according to Westinghouse Bcstg. producer Michael R. Santangelo. Guesting for vacationing *N.Y. Herald Tribune* columnist John Crosby, he said that if each station produced & syndicated one great show a year public could see one great show a night.

"Color TV Comes of Age," *Reader's Digest* discovers in August issue condensation of *Television Age* article by Don Wharton. Article gives appropriate kudos to pioneer RCA, notes that set prices are in $650-$750 range, declares there will be over one million sets in use before end of 1962, with 2, possibly all 3 networks telecasting color.

Bank of N.Y. signs 21-yr. lease for 16,600 sq. ft. on plaza floor & basement of new CBS Bldg., being constructed on Ave. of the Americas between 52nd & 53rd Sts., due for completion in Fall 1964.

WOKR Rochester, Ch. 13 interim operation due to begin in late September, becomes ABC-TV affiliate.

Rare thing nowadays: Uncontested vhf CP, Ch. 12 granted in Walker, Minn. to Central Minn. TV Co.

Metromedia retains Albert Frank-Guenther Law as financial PR counselor.

FCC got $14,355,000 of $14,617,000 it requested when House passed Independent Offices Appropriations Bill for current fiscal year. This is $1,830,000 over agency's 1962 appropriation. Appropriations Committee okayed 12 new positions in Safety & Special Radio Services, 19 for new satellite communications group. Also approved were funds for more advanced monitoring equipment & computer, expected to result in savings of about $200,000 a year for 10 years. FTC didn't fare so well, received only $10,720,000 of $11,845,000 asked. Committee noted in report, however, that agency received $2,335,500 increase last year. USIA received $149,225,000, $8,835,000 less than requested, but $7,925,000 more than last year. Senate Appropriations Subcommittee takes up bills Aug. 6. FCC is slated to testify Aug. 8.

"Radio spy system" in Washington could result from administration-backed bill to permit foreign govts. to operate low-powered radio stations in embassies, House Commerce Committee member Younger (R-Cal.) charged in hearings last week. Undersecretary of State George Ball said measure has approval of CIA, Justice & Defense Depts., wouldn't give foreign powers any important new channels for intelligence work. He said purpose of bill is to clear way for construction of stations at 92 U.S. diplomatic posts in countries with inadequate commercial facilities.

ASCAP-TV station dispute (Vol. 2:24 p6) appears as unsettled as ever. N.Y. Federal District Court Judge Ryan is expected to rule shortly on whether he has authority to require ASCAP to give industry a limited music license. If he says he doesn't, as expected, it's assumed stations will appeal directly to U.S. Supreme Court.

Sales approved by FCC: (1) 50% of WTAE (Ch. 4) Pittsburgh to Hearst Corp., which owned 50%, for $10.6 million, from trustees Earl F. Reed & Irwin D. Wolf Jr. (2) KTVT (Ch. 11) Ft. Worth to WKY TV System, for $800,000, by NAFI.

NBC-RKO hearing, on Philadelphia-Boston station swap (Vol. 2:29 p4), won't be conducted by Comr. Ford. After pondering job, he said he'd like to handle it but it would consume too much time. Chief Examiner got the assignment.

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New CATV system under construction—Tri-Town Video—will serve Endicott & Union, N.Y., with 3 N.Y. signals, 2 from Binghamton, one or 2 from Scranton-Wilkes-Barre, plus closed-circuit channel, background music and several FMs. Potential is estimated at 10,000. Group is headed by William Calsam, operator of systems in Oneonta, Norwich, Delhi & Sidney, N.Y. In Oneonta, system has closed-circuit channel operating weekdays 5-6:30 p.m., featuring local talent, interviews, etc. System also provides news, using AP—which Calsam believes is first such use in CATV.

CATV franchise for Salinas-Monterey, Cal. has been won by KSBW-TV (John Cohan, pres.) from field of contenders once numbering 25. Cohan also received go-ahead for systems in Monterey County, is said to be in lead for Modesto franchise.

New Jerrold "Channel Commander" unit (Model COM) permits CATV operators to feed up to 12 channels simultaneously to subscribers. System is installed at head-end of system, converts incoming signals to any vhf channel, also is claimed to provide high-quality color reception.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

ZENITH TO ENTER 16-IN. TV MARKET: There'll be no scarcity of 16-in. merchandise on marketplace next year. Although GE's lightweight Escort has field all to itself at moment, it'll be joined in October by lightweight Philco set, and next year by at least one other U.S.-made version—from mighty Zenith. And there should be at least 4 Japanese-made editions of the 16-in. in American stores next year.

"We think there will be a market for the 16-in. set," we were told last week by Zenith Sales Corp. Pres. Leonard C. Truesdell. "We don't know how big this market will be, or what kind of future it will have." Like GE's & Philco's, Zenith's set will be lightweight, designed for easy portability. "That's the only advantage of the 16-in. set," said Truesdell.

One more 16-in. set was shown last week—the Hitachi, to be imported by Sampson Co., Chicago, with deliveries promised in 30 days. Retail-priced at $129.95 (vs. $170 list on GE set), Hitachi's unit has look of scaled-down 19-in. portable, and can't qualify as "lightweight" set, since it weighs in at about 36 lb. This will be first set in TV line scheduled for import by Sampson, which eventually will include—according to Sampson spokesmen—10- or 12-in. transistorized battery portable, 19-in. set and eventually color set.

Star-Lite, which has been importing 8-in. plug-in sets, also plans to add 16-in. at $129.95, as well as 14-in. at same price, and another 8-in. set at $119.95. Matsushita & Delmonico have previously announced plans for 16-in. sets (Vol. 2:27 p10).

Japanese manufacturers have been quick to jump into 16-in. market. This size is basically a square-cornered version of 14-in., currently most popular size on Japanese domestic market, and is natural transitional model for home consumption.

Japanese version of 16-in. tube differs from American one. It's a "heavyweight" tube (requiring external safety glass), using bulb designed about 2 years ago by Corning for Admiral (Vol. 16:43 p15), but never put into production here. (Current U.S. 16-in. tubes have lightweight bulbs designed for integral implosion protection such as GE's Lamilite and Pittsburgh's laminated shield; Kimcode version requiring no safety glass will be available soon.) Japan's Asahi Glass Co., which has cross-licensing agreement with Corning, is producing heavyweight bulb for Japanese manufacturers. Delmonico's proposed lightweight 16-in. set presumably will use U.S.-made tube.

Most TV importers feel they've found at least temporary niche by specializing in small screen sizes. Imports of Japanese sets passed 40,000-mark in August, indicating that Japan will account for more than 1% of U.S. set market this year. Yet it's good guess that more 19-in. sets have been imported from Japan than any other size. These are currently being brought in (sans picture tube) principally by one importer—Delmonico International.

New 16-in. size has now been firmly launched, at any rate, and next fall should see U.S. & Japanese sets of this size in direct competition.

3M CARTRIDGE SYSTEM IN PILOT OUTPUT: It's been 2½ years since first demonstrations of Minnesota Mining's automatic tape cartridge system—but pilot production of its tape playing & changing mechanisms has finally begun at Revere Camera plant in Chicago, and first market test is scheduled before year's end, with general availability slated for next year.

As demonstrated in March 1960 (Vol. 16:13), you'll recall, 3M system was designed to combine best features of tape & disc devices for home stereo entertainment. Tiny cartridge 3½-in. square, playing at 1⅞-in.

per sec., can provide more than hour of music. Specially designed changer, on which 5 or 6 cartridges can be stacked, automatically threads, plays & rewinds tape. System can be used for home recording as well as playback.

3M had press preview last week of its first new tape recorder product since it took over Revere Camera Aug. 1, 1960. It's not cartridge system, but new Wollensak 1580 stereo recorder, lightweight (26 lb.), 22 watts output, loaded with features, at $379. It's standard open-reel type of recorder. At N.Y. preview of Wollensak machine, 3M exec. vp Bert S. Cross outlined initial plans for cartridge recorder.

Cartridge device will be market-tested in as-yet unchosen "major U.S. metropolitan area" before end of this year, with nationwide marketing due next year. Cross said cartridge unit is designed to broaden overall tape recorder market, not replace open-reel types. For time being, the tape changers will be marketed only by Revere; Cross said decision on whether to solicit OEM business from package hi-fi manufacturers will be made later.

It's understood Columbia Records will supply programming tapes for new cartridge system. Much of initial development work on tape changer was conducted by CBS Labs. Several years ago, 3M had signed up Zenith and Grundig (Germany) as OEM customers for its system. But there were snags in development work and 3M wasn't able to meet its target dates.

Initially, cartridge tape recorders are expected to be competitive in price with "open-reel tape recorders of equally high quality," we were told by one Revere official.

Although 3M is mum on future plans for cartridge system, it's good bet that it hopes it eventually will become competitive with stereo disc changers, rather than with open-reel tape recorders. Although its Revere subsidiary will manufacture (and perhaps license others to manufacture) tape changers, it's good bet 3M is really more interested in the blades than in the razor. Its real basic interest understandably is in promoting wider use of recording tape, of which it is largest manufacturer.

Wide-scale use of tape as basic home music system won't come until tape handling & playing is as simple as disc changers, and tapes are as inexpensive as comparable discs. This was stated purpose of 3M's cartridge system when it was first shown in 1960, and there's no reason to believe there's been any basic change in outlook; 3M has put too much effort & money into it to classify as just "refinement" of tape recorder. It's hoping it will be introducing complete new music system. In words of one financial house, which recently evaluated 3M, new recording system "is expected to have a significant impact on future earnings."

SET MAKERS GROPE FOR NEW PRICE APPROACH: New type of price confusion is developing in home electronics industry in wake of intensifying attacks on list prices and was-is & other types of comparative-price advertising (Vol. 2:28 p14).

Although some manufacturers are still holding firm to list prices, our discussions with industry leaders have revealed these 2 accelerating trends: (1) Greater use of open lists. (2) Development of new terminology to impart product values to public and, at same time, to emphasize with new clarity that manufacturer's valuation is strictly an opinion & not a price.

In the wings are still other impending developments which could introduce further confusion to pricing picture. Among them are: (1) Quality Stabilization Bill, introduced in Congress last February (Vol. 2:11 p6), which, simply stated, represents a kind of national fair-trade law. (2) Pricing gimmicks now being field-tested in other industries. As example of latter, we were told that one major housewares manufacturer has developed program under which it retains ownership of products until sold by retailer. This, in effect, makes retailer the company's sales agent, enables manufacturer to control sale price.

Net result to TV-radio-phono consumer in immediate future is that he will be reading prices which will have little or no uniformity of meaning. In addition to familiar "manufacturer's suggested list," he will read such qualifiers as "made to sell for less than," "optional with dealer," "should sell for less than," and so on. Additionally, some of tomorrow's TV ads will carry manufacturers' statements to effect that any resemblance between price noted in ad & the price consumer can expect to pay in store is purely coincidental.

Leading price-change parade are RCA, Westinghouse & GE. Each has, or is readying, new terminology which will supplant list prices with valuations that, they believe, will be less subject to consumer confusion

and fictitious use by retailers. RCA & Westinghouse will further gild the lily by inserting in ads qualifying clauses to notify consumers that the companies do not set & are not responsible for dealers' prices.

RCA's ads will carry "manufacturer's nationally advertised price $_____," with qualifier "optional with dealer." GE plans to use such phrases as "less than $_____" and "made to sell for approximately $_____." Westinghouse, if it decides to use pricing in national TV ads, will use even more elaborate terminology. In addition to "at less than $_____" evaluation, it will carry this qualifier: "This approximate price is published only for information & identification and is not necessarily a representative going market price in any market at any given time. Prices may vary from dealer to dealer and market to market." In radio & phono ads in key cities, Westinghouse will have prices identified as "distributor suggested list prices" and will carry the elaborate qualifier, deleting only "market to market" in 2nd sentence.

Other manufacturers are quite scornful of this general "less than $_____" approach. Zenith Sales Corp. Pres. Leonard C. Truesdell pulled no punches when he told us: "It's negative advertising. It will only aggravate the situation. When you advertise a product at 'less than' you only invite the consumer to expect price cutting. He wants to know how much less he really has to pay for the product. I think it's a very poor approach. We have no intention of changing our present policy of using list prices."

Admiral has practically dropped list prices, but has no intention of switching to less-than or other "weasel-worded" terminology. "We see little merit to this approach," Admiral told us. "If you're going to start weasel-wording with such terminology you'll just be serving up the same thing. Our approach is to use more and more open lists. There's a definite trend in that direction."

Westinghouse consumer products vp Chris Witting Jr. explained replacement of list prices with "less than" evaluation this way: "If the factory posts a list price, you have the basis for the basic criticism of the FTC and the Better Business Bureaus. The dealer can advertise that 'the factory lists the price at such & such, but we sell it for only this.' If we say it should sell for less than a certain price, we remove a large part of evil that people are worrying about. The valuation merely becomes a guide—an indication to the consumer that we believe the product should sell below a given price."

RCA told us pretty much the same thing in much the same language: "The 'less than' approach is an attempt to give the consumer some indication of value, of price range, without any indication that he should use that price as a comparison with the price the dealer charges. We do not want any implication that we're even suggesting the retail price. 'Suggested list' connotes that the manufacturer is seeking, although without compulsion, that the dealer use that price. We believe that 'retail' & 'list' are equally unsuitable words, since both connote that these are the prices that should be charged. We use the terminology 'manufacturer's nationally advertised price' and explain that the price indicated is 'optional with dealer.' Our purpose is to give the prospective customer some indication of value—not the price which he should expect to pay."

It would be pertinent at this point to recall that National Better Business Bureau already has taken notice of "less than" approach (Vol. 2:26 p14) and ruled that the game's the thing, not the name. Pres. Kenneth B. Willson told us: "Fictitious pricing in any form is unlawful." If a dealer "kicks the daylights" out of an advertised less-than price, he said, "it would give the consumer in that area the false picture" that he's buying at a bargain a product that should sell for markedly more.

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Clarification of price confusion & control could come with passage of Quality Stabilization Bill. However, bill introduced Feb. 21 in Senate (S.J. Res. 159) & House (H.R. 10335) has considerable opposition—from FTC, Justice Dept., Commerce Dept., for example—and is less than a sure bet to make it. Special subcommittee of Senate Commerce Committee, after failing twice to get quorum of its 5 members to consider bill, recently approved an amended version & reported it out to full committee. On House side, Commerce & Finance Subcommittee of Interstate & Foreign Commerce Committee also reported out its bill, which contains some differences from Senate version.

In essence, bill seeks quality stabilization by forbidding retailer to (1) use brand-name merchandise in bait ads, (2) misrepresent brand names in ads in order to sell private-label merchandise. It would empower manufacturers to deny their brand name products to retailers who sell them below established prices. As preamble to Senate bill notes, Quality Stabilization legislation seeks "to amend the Federal Trade Commission

Act, to promote quality and price stabilization, to define and restrain certain unfair methods of distribution and to confirm, define and equalize the rights of producers and resellers in the distribution of goods identified by distinguishing brands, names or trademarks, and for other purposes."

We found reluctance among industry leaders to comment on bill. Some said they preferred not to comment on pending legislation, others indicated they were unfamiliar with, or unaware of, bill. However, 2 leaders spoke up—and stand squarely behind legislation. Zenith's Truesdell told us: "I'm all for it. I think it's worth all the effort we can put behind it." He said his support of the bill is recorded in *Congressional Record*. Motorola Consumer Products mktg. vp S. R. (Ted) Herkes was equally categoric: "We're very much behind the Quality Stabilization Bill. That's the way we'd like to do business."

Sen. Hubert H. Humphrey (D-Minn.), co-sponsor of bill, in recent address before fair trade rally in Philadelphia, declared "this legislation is necessary for the competitive survival of thousands of independent businessmen in all parts of the country." He blasted "renegades in the marketplace" for "ruinous marketing practices," said price cutting by "the discounters and the cut-raters" results in consumer exploitation, not consumer savings.

TV-RADIO PRODUCTION: EIA statistics for week ended July 27 (30th week of 1962):

	July 21-27	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	103,990	94,133	100,882	3,643,014	3,184,514
Total radio	310,237	295,773	282,617	10,409,302	8,567,689
auto radio	96,783	116,182	114,098	3,712,749	2,701,919

Trade Personals

Robert L. Shaw resigns as Admiral Sales Corp. distributing branches vp (Vol. 2:1 p10), succeeded by **Richard J. Bambery**, formerly distributing branches sales mgr.; **Alfred A. Medica** promoted from TV sales mgr. to electronics div. vp, filling vacancy created by appointment last year of Ross D. Siragusa Jr. as sales vp.

George J. Renne, Beckman Instruments vp & treas., also elected finance vp . . . Andrew Georgia appointed Belock Instrument planning & research vp.

Dorothy Ewing, ex-*Better Homes & Gardens* field editor, joins Motorola as dir. of Motorola Home Institute.

David Cole, formerly with Capehart, named to new post of sales dir., Morse Sewing Machine & Supply Corp. electronic div., which markets transistor radios, tape recorders, console stereo instruments.

Murray Hoffman, ex-Philco microwave & antenna group, joins Airtron Div. of Litton Industries as engineering mgr. for ferrite devices.

Robert F. Bender, former ITT finance exec. vp, elected Sperry Rand vp & treas.

Fred J. Borch elected GE exec. vp & a dir., with responsibility for 5 operating groups, including consumer products, industrial, international.

Irvin M. Zimet appointed pres. & a dir. of Victoreen Instrument subsidiary Federal Mfg. & Engineering, succeeding James K. Malone, resigned, who continues as a dir.

Herman S. Shaps promoted to editor, *Home Furnishings Daily*, effective Aug. 18, after 18 years as textile editor of *Daily News Record*, succeeding Isadore Barmash, resigned.

William T. Relyea, formerly controller of Thompson Ramo Wooldridge's Dage Div., appointed Entron controller.

Fink 'Drafted' by IEEE: Donald G. Fink, Philco Scientific Lab dir. & one of best known figures in electronics engineering, will become gen. mgr. of new Institute of Electrical & Electronic Engineers when Institute of Radio Engineers and American Institute of Electrical Engineers merge in January (Vol. 2:29 p10). Fink is a Fellow in both societies & a former pres. of IRE.

Philco Pres. Charles E. Beck said both societies had inquired about Fink's availability for the new post. "We at Philco have agreed to this 'draft' of Don Fink for this important job, which he is so eminently qualified to fill," Beck said, "and we are proud to share the honor of this recognition of his outstanding contributions to American science & engineering." Fink will continue in his Philco post until a successor is selected.

Obituary

James R. Day, 52, research & engineering vp of Radio Engineering Labs, and holder of various FM radio patents, died July 28 in Doctors Hospital, N.Y. He recently was named technical planning vp of parent Dynamics Corp. of America. Prior to joining R.E.L. 17 years ago, Day had been associated with late Maj. Edwin H. Armstrong (1936-42) & RCA Labs (1943-45). His contributions in FM field include Serrasoid modulator, common cathode diversity combiner, delay FM detectors, 2-path FM threshold extension.

Robert Buchanan, 82, former treas. of De Forest Radio Co., died Aug. 1 at his home in Port Washington, L.I., N.Y.

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Peerless Telerad Inc. has been formed at 15 W. 29th St., N.Y. to import TVs, radios, other electronic products from Japan. Officers: Harvey Dver, pres.; Arnold Gimbel, vp; Samuel Cohen, secy.

GE & Justice Dept. have been told to speed up settlement of 18 civil suits arising out of price-fixing conspiracy (Vol. 17:25 p21). Federal Judge J. Cullen Ganey, in Philadelphia, warned he would draw up settlement himself if agreement is not reached by early September. GE already has settled 11 govt. damage suits for $7.5 million (Vol. 2:31 p10). GE said it was ready "at any time" to enter into a consent decree similar to those already approved by Judge Ganey, but Justice Dept. is seeking much broader court order against GE, hopes to obtain blanket ruling prohibiting GE from fixing prices on any of its more than 250,000 products.

New plants & expansions: Motorola will add 37,000 sq. ft. to its 788,878-sq.-ft. consumer products plant at Franklin Park, Ill. this year. "Our purpose," Pres. Robert W. Galvin said, "is to integrate consumer product production more completely by bringing a components & subassembly activity from a separate location in our Augusta Boulevard buildings" • **Ampex** has broken ground for a 150,000-sq.-ft. center at Redwood City, Cal. to house corporate hq and research & engineering activities. Building is slated for completion by next summer • **Philco** has sold its former 5-story, 95,000-sq.-ft. plant at 2nd & Westmoreland Sts., Philadelphia, for $150,000 to Dalco Mfg., maker of electronic equipment & devices. Philco building will house Dalco's K & F Electronics Co. Div.

Westinghouse has agreed to court order forbidding participation in alleged plan to restrict exports of TV & radios to Canada (Vol. 14:48 p14). Anti-trust action originally was brought by Justice Dept. in 1958 against Westinghouse, GE & Philips, which were charged with manipulating their Canadian subsidiaries and Canadian patent pool in order to exclude other U.S. firms from selling TVs or radios in Canada. Philips agreed to similar order last May. Suit against GE is still pending.

Bill to allow General Accounting Office to void negotiated govt. contracts which it deemed "erroneous" or "not supported by substantial evidence" was attacked by EIA. Gen. Counsel John B. Olverson told Senate Armed Services Committee measure, passed by House, would be seriously harmful to industry and U.S. defense, would impose on contractors "extreme legal and financial risks in undertaking future contracts with the Department of Defense."

"Antenna installation is the sales clincher" for FM stereo radios, Motorola national phono & radio sales mgr. W. F. Laswell told distributors in recent letter urging "proper demonstration by dealers." He said survey of several hundred dealers in East revealed that "major percentage of them were demonstrating poor multiplex reception." He urged dealers to test FM reception in their stores and install correct FM antennas if needed.

Reports & comments available: Texas Instruments, discussion, Auchincloss, Parker & Redpath, 52 Wall St., N.Y. 5 • **Avco** and **Bendix**, analyses, Eastman Dillon, Union Securities & Co., 15 Broad St., N.Y. 5 • **Minnesota Mining & Mfg.** and **IBM**, comments, Hirsch & Co., 25 Broad St., N.Y. 4 • **Clevite**, analysis, Schweickart & Co., 29 Broadway, N.Y. 5.

Mergers & acquisitions: Litton Industries has acquired for stock, estimated at more than $7 million, **Poly-Scientific Corp.**, Blacksburg, Va. developers of specialized components for precision instruments. Final price depends on Poly-Scientific's earnings over next 5 years & price of Litton stock at end of period.

Reeves Bcstg. & Development Corp. had pre-tax earnings of $12,000 on $2,271,000 gross revenues in 1962's first half. Pres. Hazard E. Reeves, in stockholders report, said "revenue & profit in the Broadcasting Division advanced substantially during the first half compared with the similar period in 1961. . . . Over-all, we can look for continued improvement in earnings in the Broadcasting Division." He said the "Studios Division had a good 6-month period, with increased activity in all departments—sound film recording has increased to a new high, video tape recording & kinescope activity have risen appreciably and film lab developing has nearly doubled during the first 6 months of 1962."

Hewlett-Packard expects profit in 1962 fiscal year ending Oct. 31 to rise more than 12% from year-earlier's $5.9 million. Finance vp W. F. Cavier said "we don't look for any great change in the present pace for the rest of fiscal 1962 but we expect the 4th quarter to be a little better than the first 3 quarters." He said overseas sales, primarily in Western Europe, climbed about 40% in first 8 months, attributed gain to "intensified sales program & expansion of the Common Market."

Japanese electronics production hit $1.4 billion in 1961, 20% higher than 1960, Commerce Dept. reports. TV set production totaled $487.6 million, up 24%. Production of radios with 3 or more transistors totaled $195.1 million, compared with 1960's $194.3 million. Total consumer product output amounted to $798.9 million in 1961, vs. $665.1 million in 1960. Commercial, industrial & military equipment production was valued at $203.2 million, compared with 1960's $150.7 million.

Salary & stock ownership of Ampex officers at close of 1962 fiscal year April 30, as reported in proxy notice for August 28 annual meeting: Chmn. Alexander M. Poniatoff, $54,656 & 5,500 shares; Pres. & Chief Exec. Officer William E. Roberts, $68,946 (from Aug. 1, 1961) & 8,000 shares; George I. Long Jr. (pres. & chief exec. officer until July 31, 1961), $51,414; vp Robert Sackman, $48,048.

Wells-Gardner Electronics scored marked profit gains in both 1962's first half & June quarter despite sales dips in both periods (see financial table). Pres. Grant Gardner attributed profits-up, sales-down pattern to "higher production this year than last & a larger finished goods inventory by over $2 million." He termed outlook for 3rd quarter "excellent," pointed to backlog of $19,460,000 at half-year's end—up sharply from $9,598,000 a year earlier.

Delmonico International posted a 75% gain in consumer products sales in the first half as volume rose to $5.8 million from $3.3 million in Jan.-June 1961. Exec. vp Herbert Kabat forecast total 1962 sales of $16 million, vs. $10 million in 1961. TV sales in first-half ran 300% ahead of year-ago, he said, and "we are in an oversold position on the new line through January 1963."

Full-page ads promoting all-channel sets were sponsored in Washington *Star* and *News* by city's WOOK-TV (Ch. 14), due to start soon. Ad urged new purchasers to buy all-channel receivers, present set-owners to get converters which cost "only a few dollars."

Radio Master, N.Y. manufacturer of radio-phono combos and hi-fi & stereo components, will move Sept. 1 to new quarters at 1314 Blondell Ave., Bronx, N.Y.

Mobile Video Tapes has been renamed MVT Industries Inc., reported Lester E. Hutson, chmn. of the Los Angeles firm (see financial table for fiscal quarter report).

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Electronic Specialty	1962—6 mo. to June 30	$ 30,004,125	$ 1,647,491	$1,072,491	$0.80	1,337,104
	1961—6 mo. to June 30	12,728,223	522,118	477,118	.54	877,488
	1962—qtr. to June 30	15,065,239	660,267	483,267	.37	1,337,104
	1961—qtr. to June 30	6,540,149	331,979	291,979	.33	877,488
Globe-Union	1962—6 mo. to June 30	31,881,107	2,671,132	1,232,132	1.42[1]	868,232
	1961—6 mo. to June 30	26,390,545	1,859,695	865,695	1.01[2]	853,775
Hoffman Electronics	1962—6 mo. to June 30	22,066,363	(140,557)	(67,557)[3]	—	1,538,889
	1961—6 mo. to June 30	31,346,996	722,657	349,657	.22	1,534,088
	1962—qtr. to June 30	9,831,484	(524,642)	(252,642)[4]	—	1,538,889
	1961—qtr. to June 30	15,238,681	188,989	92,989	.06	1,534,088
Indiana General	1962—6 mo. to June 30	14,068,216	2,463,452	1,188,052	1.03	1,150,002
	1961—6 mo. to June 30	10,250,925	1,576,494	770,604	.67	1,510,002
Mobile Video Tapes	1962—qtr. to May 31	489,300	——	26,000	.09	279,788
	1961[5]	——	——	——	—	——
Raytheon	1962—6 mo. to June 30	312,759,000	11,136,000	5,336,000	1.29[6]	4,011,326
	1961—6 mo. to June 30	280,180,000	6,229,000	3,009,000	.71[6]	3,888,764
	1962—qtr. to June 30	155,425,000	5,917,000	2,837,000	.69[6]	4,011,326
	1961—qtr. to June 30	142,022,000	3,389,000	1,644,000	.39[6]	3,888,764
Taft Bcstg.	1962—qtr. to June 30	3,057,975	1,266,357	578,541	.37	1,578,938
	1961—qtr. to June 30	2,606,162	956,892	460,683	.30	1,539,162
Time Inc.	1962—6 mo. to June 30	158,595,000	9,514,000	5,108,000	2.39	2,134,000
	1961—6 mo. to June 30	146,890,000	8,553,000	4,897,000	2.39	2,053,000
Toshiba	1962—6 mo. to Mar. 31	345,000,000	——	16,000,000	.75[7]	——
	1961[5]	——	——	——	—	——
Wells-Gardner Story on p. 11	1962—6 mo. to June 30	9,307,000	502,000	246,000	.58	422,400
	1961—6 mo. to June 30	9,627,000	416,000	205,000	.48	422,400
	1962—qtr. to June 30	4,927,000	385,000	184,000	.43	422,400
	1961—qtr. to June 30	5,542,000	357,000	171,000	.40	422,000

Notes: [1] Includes capital net gain equal to 24¢ a share. [2] Includes capital net gain equal to 7¢ a share. [3] After $73,000 tax credit. [4] After $272,000 tax credit. [5] Not available. [6] After preferred dividends. [7] On Toshiba's American Depositary shares.

Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
Electronics Investment	—	$0.02	Oct. 31	Oct. 1
Gen'l. Tire & Rubber	Q	.10	Oct. 31	Oct. 15
Taft Bcstg	Q	.10	Sep. 14	Aug. 15
20th Century-Fox	Q	(deferred)		

National Telepix filed registration statement (SEC File 2-20621) to issue $150,000 of 6½% convertible subordinated debentures due 1972 and 80,000 shares of common stock to be sold by holders from time to time at current over-the-counter prices ($3 maximum). Company produces & distributes films for TV, theatrical & non-theatrical use. Proceeds from sale of bonds will be used for production of additional filmed series, distribution & promotion of existing properties, working capital. Company has 245,450 shares of common stock outstanding, management officials as group owning 35,500. Edward White is pres.

Fleetwood Corp., Montreal maker of TVs & radios, scored a 29.8% gain in sales during 1962's first half—pushing volume to record $5.8 million from $4.4 million a year ago. Pres. M. F. Pollock forecast total 1962 sales of more than $17 million, vs. $14.2 million in 1961.

Cancellation of work on world's largest movable radio telescope was ordered by Defense Secretary Robert McNamara recently as economy measure. Action was taken because of increasing cost & decreasing potential value of 600-ft. installation at Sugar Grove, W.Va. McNamara said cost of telescope was estimated at $80 million in 1958 when installation commenced. Total is now estimated at $200 million.

Rocket-mounted TV camera relayed to monitors at Cape Canaveral close-up pictures of life & death of "Big Shot" — largest man-made object ever sent into space. Camera, fixed in head of Thor booster rocket, produced clear pictures of ballon inflating to round ball 135 feet in diameter, 922 miles up.

Matsushita's projected product mix (presumably in dollar volume) of Panasonic sales in U.S., as shown in pie charts in trade ads: Pocket radios, 30%; FM-AM table radios, 26%; FM-AM portables, 16%; TV sets, 11%; 2- & 3-band radios, 10%; tape recorders & transceivers, 7%.

Long-delayed secondary offering of 700,000 shares of Schlumberger common (Vol. 2:30 p11) went on market last week at $62.75 a share. Offering represents about 13% of total outstanding shares of Daystrom's parent company.

Silicon Transistor profit in 2nd quarter soared some 170% from April-June 1961 to about $73,000 on a 42% sales rise to $623,000.

WEEKLY **Television Digest**

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The authoritative service for executives in all branches of the television arts & industries

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Broadcast

MODERN COLOR SETS—EVALUATING striking strides evident in new receivers, in fidelity, stability, b&w performance, etc. (p. 1).

FCC MAY BLOCK CHANGED CBS INCENTIVE PLAN with amendment of rules to ease affiliates' substitution of non-network programs for CBS offerings (p. 2).

COLLINS TO DEFENSE OF CODES, asserting that strong self-regulation wards off "law of the jungle" and "law of the bureaucrat" (p. 2).

SATELLITE BILL PROGRESSING SIDEWAYS: Passage uncertain as Senate Foreign Relations Committee approves measure which faces new filibuster on floor. RCA Chmn. David Sarnoff calls for single huge U.S. communications firm (p. 3).

NEW EXPATRIATE BREED of U.S. TV producer is represented by ex-NBC executive David Lown, now head of new Ampex-equipped Trans Europe TV. Lown's plans range from Telstar shows to film series; closed-ciruitcasts to specials (p. 5).

Consumer Electronics

CORNING 19- & 25-IN. COLOR BULBS GET GREEN LIGHT. JEDEC meeting Aug. 8 gives tacit approval to new sizes; Kimble shows plans for 24-in. rectangular color bulb. (p. 7).

TV ENGINEERS VOTE UHF TUNER STANDARDS. Ad Hoc Committee, chaired by Philco chief engineer, Harris O. Wood, formed to translate proposals into formal document for submission to FCC Aug. 22; executives of 20 TV & tuner companies attend meeting Aug. 7 at EIA's N.Y. hq (p. 7).

TV-RADIO SALES UP & CLIMBING AT MIDYEAR. Jan.-June TV sales by distributors rose to 2,724,038 from 2,491,744 in 1961's first half as dealers purchased record 480,510 sets in June; half-year radio sales gained to 4,800,574 from 4,370,863; EIA also releases first-half TV-radio production figures (p. 8).

TV'S 'CRITICAL MONTH' is August, with new models now flowing. Truesdell sees inventories under control after good July, but warns that production should be carefully geared to sales (p. 9).

MODERN COLOR SETS—AN EVALUATION: We'd like to pause a moment and chat with you about today's color receivers. We've had color sets in our home since Jan. 1954, new models every year or 2 to keep up with current picture. Our first receiver had been used in White House by President Eisenhower, later went to a station as monitor.

It's surprising but true that many people in industry, otherwise very sophisticated, haven't looked at color for a long time. They have a delightful surprise waiting.

Our latest set is an incredibly effective product of American industry. We've waited several months before commenting, to see how it holds up.

Color rendition is absolutely superb. It's faithful, stable, has had just one service call—minor one, at that—and set is used many hours daily. Registration, throughout, is excellent. Tuning is quite easy—young children are adept, though far less critical than adults, who apparently will always disagree vigorously on subjective concepts of color fidelity. There is still only one way to tune for fidelity—i.e., by tuning flesh tones to your satisfaction. Brightness is as great as you need. B&w is fine—good contrast, resolution, etc.

Probably the most effective comment on color quality came from a guest, former FCC employe who had substantial role in Commission's first decision favoring field-sequential system against present NTSC standards. Long irked by Commission's final reversal and final choice of NTSC, he is now a convert, saying: "That's wonderful! I had no idea that it's that good. Color has arrived."

If you've been too busy to think about color recently, drop in on your favorite dealer.

FCC MAY BLOCK CHANGED CBS INCENTIVE PLAN: CBS may have cured its incentive plan contracts with affiliates, so that they no longer violate Sec. 3.658(a) of FCC's rules—but there's proposal under preparation at Commission to counter CBS's action by amending the rule.

CBS had told Commission it doesn't agree that contracts violate rules, but it changed contracts anyway, to give affiliates same payment for hours carried under old "standard" contracts even if affiliates substitute other networks' offerings for CBS's (Vol. 2:26 p3).

Idea under consideration Commission now would amend Sec. 3.658(a) so that incentive-plan compensation would be outlawed if affiliate substituted even non-network programs for CBS fare. It's understood this would be tied in with proposal to abolish option time. Predictions on final FCC vote are hazardous—because split on option time has been 4-3, Comr. Ford considered the "swing man."

There's dispute within Commission as to whether amendment of Sec. 3.658(a) can be accomplished without further rule-making—whether or not industry has had ample opportunity to comment during option-time rule-making proceeding.

COLLINS TO DEFENSE OF CODES: Attack on NAB's TV & radio codes by July 30 *Broadcasting Magazine* provoked NAB Pres. LeRoy Collins to strongest reaction to date, to publication frequently critical of his regime.

Magazine editorialized that strong Codes would give FCC handy tool to control industry. It quoted FCC Chmn. Minow's recent statement: "I think it is within our power to do something about the number of commercials, and the industry itself has a code on how many commercials you can have on. I have suggested that if the industry is unable to enforce it, we will just take its own code, not touch it, just take it as it is and make it a rule that does apply to everyone."

Said *Broadcasting:* "If the broadcasters themselves, or a majority of them, assert that the code is a measurement of 'good' broadcasting, how can they object if the govt. agrees? In the long run it must be inevitable that the FCC will look with suspicion on any renewal application that does not clearly indicate adherence to NAB standards."

Collins' reaction in speech last week at meeting of Ga. & S.C. broadcasters' assns.: "The position taken in substance is that while the standards of good practice embodied in the Codes are all right to have hanging on the wall for the sake of appearances and individual guidance, we should make no concerted effort as an industry to enforce them.

"Now over the years since the Codes have been established, broadcasters have been lambasted from within their own house and from without by those who have contended that the Codes have been meaningless without stronger enforcement. And it is ironic and disappointing, now that we are developing this kind of enforcement, that there are a few who would have the public as well as broadcasters believe that the Codes were not supposed to be enforced all along, and that, notwithstanding the soundness of their standards, each broadcaster in fact should be completely on his own.

"Well, let me make this clear. We in NAB do not believe in this kind of deceptive double-talk. We do not regard our Codes as camouflage suits to make broadcasters appear to be something they are not. . . .

"If anyone, in broadcasting or out, has any just complaint about how the Codes are being administered, he should speak out so all may hear and profit thereby. But to advocate weak, unenforced Codes is to advocate no mutual self-regulation and to give the American people the choice of broadcasting under the law of the jungle or under the law of the bureaucrat. And we of the NAB feel that neither course is sound nor necessary." Collins also spoke out on several other subjects, including:

(1) Govt. relations. "We have not resorted to the easy formula of raining invectives down upon the heads of those in govt. who are charged with the function of regulating our industry. We leave that irresponsible luxury to those noisy individuals who either are not broadcasters or are not directly responsible to other broadcasters for the consequences of their actions. . . .

"The proof of effectiveness in Washington, I submit, is not to be found in fiery rhetoric but in solid accomplishments. Our record of accomplishment with the Congress and the FCC speaks for itself. Never before have we met with more success."

(2) Industry-FCC study of radio "overpopulation." "At this point, we are hearing from those who warn against getting into the 'economics' of radio. They argue that the NAB-FCC study will lead to the conversion of radio broadcasting into a regulated public utility with rates being set by the govt. in return for competition-free franchises. This is a straw man some people are setting up and getting applause by vigorously knocking down. . . .

"We must have an honest and complete diagnosis of what is wrong—and we do not intend to let the chants of the witch-doctors or those who profit from fear get us off the track."

FCC Comr. Lee commented on Codes in speech, "Ethical & Social Responsibility of Advertising," prepared for Aug. 11 delivery at Woodstock College, Woodstock, Md. He said he had compared FCC's July 1960 program policy statement with NAB's TV Code, concluded:

"In reading these documents side by side, I am impressed with their similarity in scope and purpose. Indeed, the Code goes further than the FCC policy statement, as well it should. The one difference is, of course, that the FCC has effective sanctions and the NAB has, at best, ineffective ones. If the history of the industry is prophetic, and the Code fails to do the job, more and more of the FCC policy statement may become a matter of rule and regulation, the non-compliance with which could mean a license revocation."

SATELLITE BILL PROGRESSING SIDEWAYS; PASSAGE UNCERTAIN: After spending week sidetracked in Foreign Relations Committee, administration-backed communications satellite legislation (Vol. 2:32 p4 et seq.) at end of week was back where it started—facing filibuster in Senate.

High-powered witnesses came from every direction at last week's hearings. Secy. of State Rusk, Defense Secy. McNamara, FCC Chmn. Minow, Attorney General Kennedy, NASA Deputy Administrator Dryden, USIA Director Murrow—all expressed satisfaction with bill, urged quick passage. Former President Truman and United Auto Workers were added to opposition crying "giveaway."

Rusk told Committee he was satisfied with foreign relations aspects of measure, urged rapid passage to assure U.S. of world's first workable system. (East Berlin newspaper last week reported USSR plans to launch 2 TV satellites "shortly" to transmit propaganda programs over 6 channels.) Murrow and Committee member Symington (D-Mo.) engaged in fiscal duel at hearing, latter ridiculing USIA estimates of $900 million a year to use system. Symington contended agancy's costs would be only fraction of this. Murrow was plumping for special reduced rates for his agency.

New proposal came during week from RCA Chmn. David Sarnoff. In address delivered by son Robert to American Bar Assn. conference in San Francisco, he advocated single huge U.S. international communications company, privately owned & operated, under govt. regulation.

He called for "nation's finest legal and technical brains" to work together in developing new national communications policy, to bring "coherence and viability" to communications in space age. U.S., he said, "will not realize a full return on its formidable contributions to communications technology as long as we maintain the present illogical structure in the international communications field."

Meanwhile, Telstar may go commercial this week, transmitting TV shows, phone calls, still photos, on Wed. & Thurs. each week. AT&T spokesman said company would consider requests by U.S. TV networks and others to use satellite on those days.

Back in Senate, satellite measure was facing new filibuster at week's end, liberal bloc led by Sen. Morse determined as ever to block passage, threatening to tie up action indefinitely by proposing numerous amendments.

CURRENT CAPSULES

Station retention of all applications filed with FCC, available for public inspection, is being considered at Commission. When FCC returns in Sept., it may start rule-making proposing it. Presumably, procedure would enable anyone to walk in and examine program proposals, etc.

Expansion of uhf allocation plan to about 3,500 specific assignments to cities is in works at FCC. There are approximately 1,550 now—somewhat more than original allocation at end of freeze in 1952. In devising original plan, Commission flew by seat of its pants, having no idea how much demand would develop. One of its guidelines was existence of radio station in community—assumption being that demand for TV would come first in such cities. Now, with educators asserting they'll need up to 1,200 assignments eventually, and with FCC hoping all-channel-set law will hike uhf demand, plans are being made to have assignments on hand waiting for takers. Approximately 180 of the 1,550 uhf assignments are now reserved for ETV, about 100 of the 675 vhf.

———■———

"The 'Silent Powers' Behind TV" titles lead article in Aug. 8 *Variety*, in which TV-radio editor George Rosen points out men who exert great influence at networks but are little known to public: NBC—Senior Exec. vp David Adams, No. 3 man after Chmn. Robert Sarnoff & Pres. Robert Kintner, "upon whose judgment & discernment rest many of the top-level decisions." ABC—AB-PT Finance vp Simon Siegel, "with an undisputed ranking of No. 2 man & heir apparent to" Pres. Goldenson. Says Rosen: "If you ask anybady around ABC who 'runs the shop' and makes the flash plays, the answer is 'Si Siegel, of course.'" CBS— Gen. Counsel Thomas Fisher is a "'muscle man' of distinction" and "the architect of corporate policy on all matters concerning Washington." Rosen states that CBS has less room for developing background men of influence because of "the dedication and inexhaustible energies of boss man Stanton as CBS' jack of all trades and inspirational spark."

———■———

Proposal to lift ban on TV cameras in courtrooms was postponed until February by American Bar Assn., at annual meeting in San Francisco. Earlier in week, discussion on Canon 35 at meeting was held up for 25 minutes while TV cameras were ordered cleared from room. NAB General Counsel Douglas Anello explained: "We had hoped to put on a demonstration to show how modern techniques could be adapted to court proceedings without impeding the cause of justice." Colo. Chief Justice Edward C. Day, meanwhile, accused ABA of maintaining Canon 35 ban in face of all evidence, pointed out that in 6-year trial of broadcasting equipment in state courtrooms, no judge or defendant ever had complained. In other actions, ABA presented "gavel awards" for contributing to public understanding of the American system of law & justice to CBS-TV network and radio WRFB Tallahassee.

———■———

NCTA expressed strong disagreement with Boise Federal Dist. Court Judge Sweigert's ruling that Cablevision Inc. violated contractual rights between KLIX-TV Twin Falls, Ida. and networks & film distributors, by distributing in Twin Falls the Salt Lake City programs duplicating those of KLIX-TV (Vol. 2:32 p3). NCTA Pres. William Dalton called decision "erroneous, and in any event of very limited application." Sweigert decision, he said, would give local broadcaster control over public reception and reception equipment public may use. He said ruling indicates that broadcaster can't interfere with CATV system outside city to which channel is allocated, and only to limited extent within city, and added: "This is a major clarification of the position of the community antenna industry. Nevertheless, every effort will be made to secure a final ruling that public reception of TV broadcasts may not be enjoined by a broadcaster because of the nature of the antenna used or for any other reason."

Committee for Competitive TV, uhf-promotion group, has been reactivated. Officers: William L. Putnam, WWLP Springfield, chmn.; Fred Mueller, WEEK-TV Peoria, vice chmn.; John English, WSEE Erie, secy.-treas. Other board members: David Baltimore, WBRE-TV Wilkes-Barre; Robert W. Mack, WIMA-TV Lima; Lawrence Turet, WXIX Milwaukee; Warren P. Williamson, WKBN-TV Youngstown. Group plans to expand, retain Washington counsel, an exec. dir. & staff.

New CATV system under construction—Elizabethton, Tenn.—being built by TV Cable Inc., Johnson City (R. M. Huntsman, mgr.), aims for start of service within 2 months.

Largest worldwide TV film distributor is CBS Films, which leads in 4 major overseas markets accounting for over 70% of international sales potential, CBS reports. International sales dir. Ralph Baruch said CBS Films is tops in Canadian, Australian, UK and Japanese markets, also leads in Sweden, Norway, Italy, Hong Kong, Philippines and other countries.

Samoan ETV system will be established under $1,869,000 grant to Interior Dept. by Congress. Due on air in Sept. 1963, system will utilize 3 channels, employ 35 engineers & technicians, 28 supervisors, 12 experienced TV teachers. Samoan & U. S. officials said that ETV is preferable to importing large number of U. S. teachers.

THE EXPATRIATES, '62 STYLE: If former NBC producer David Lown ever finds time to write a book —a possibility doubtful in his busy schedule— he might well call it "The Ampex Boys In Europe," or "How To Be An Expatriate Producer For Fun And Profit." Lown is fulfilling dream of many U.S. TV executives—moving to some colorful and relatively untrammelled (by TV) area, and sparking things considerably with Yankee TV know-how.

In New York last week to discuss deals with networks & agencies, Lown was bullish about closer links between U.S. & Europe in wake of Telstar headlines.

Lown originally went to Europe in 1959 to run Intercontinental TV (Vol. 15:13 p7), is now Commercial Dir. (actually, operational head) of a new firm called Trans Europe Television S.A., based in Paris. Chief facility: "The most modern multi-standard mobile TV unit in Europe," to quote TET's new rate card.

Although TET's basic role is not unlike that of now-inoperative Intercontinental TV, Lown has applied some hard-won lessons in technology & financing which he feels will make TET a success.

"Right now," Lown told us, "we are a nucleus for a network coordination and servicing organization in Europe, and between Europe and the U.S. We will soon, for example, be able to do a 6-city TV pickup in Europe and feed it to Paris and thence New York. Although we don't see ourselves as 'competitors' to the U.S. networks, we hope to become one of the principal production companies in the world."

TET's mobile unit, contained in 2 small 25-ft. trucks, is a piece of compact field engineering many U.S. manufacturers and networks might study with profit. It contains as key equipment:

(1) A 1000C Ampex videotape recorder equipped with Interswitch, Intersync and Amtech, and Gen-lock facilities. (2) Quartet of EMI cameras which can use either 4½-in. or 3-in. image orthicons, and which can feed recorder with signals in 405, 525 (50 or 60 cycle) or 625 lines with only a 20-min. changeover. (3) A 16mm film chain working on 50 or 60 cycles. (3) Special effects (wipes, dissolves, etc.) generator. (4) Audio recorders, also in 50 & 60 cycles. (5) Considerable accessory equipment, such as slide facilities, zoom lenses, microphones, power generators, etc.

All told, it represents, including trucks, about $350,000 worth of up-to-date, international TV equipment. Weekly rental: $14,000.

TET's financial backing also has strongly international flavor. A principle shareholder is British TV program contractor TWW Ltd. (which assures TET of a flow of assignments); another is EMI Electronics (which uses TET as showcase for new equipment). Others include: Link Photographic Co. (British), Richard Dimbleby (British commentator who heads Puritan Films), Television Advisors Ltd. (new British concern promoting closed-circuit), Robin Scott (ex-head of BBC in Paris and an officer of TET), and Lown, plus individual private shareholders. Still more backers, shifting now to continent, include "Europe #1" (commercial TV-radio station in Saar beamed to France), TV Monte Carlo (station), TeleEurope Co. (newsreel producer).

Interestingly, latter 3 firms are part-owned by French govt.—which is, officially at any rate, opposed to idea of commercially sponsored TV. In effect, Lown's group is in financial marriage with govt. of France—which, according to Lown, "can be very helpful to an American producer at times."

Lown's plans for TET's future operations & expansion fall, roughly, into 3 major areas: (1) Functioning as a production facility and coordinator in Europe for European, British and U.S. networks in coverage of news, special events, sports, programs. (2) Creating & coordinating closed-circuit telecasts—a relatively new European development—for such giant concerns as Opel (owned by General Motors), IBM, *et al.* (3) Creating & packaging TET's own TV programs as specials or series, live or tape.

TET is also scouting possibilities of doing U.S. TV commercials on tape in European settings—concept inherited from Intercontinental, but with an interesting difference. Through careful engineering pre-planning, Lown has seen to it that TET's mobile unit is "completely electronically compatible" with the N.Y. facilities of Videotape Productions, an active tape commercial producer. ("We can now extend Videotape Productions' studio an additional 7,000 miles," is how Lown puts it.)

In program realm, Lown has plans for tapping European talent pool and for using European locations. At least 3 prime projects are in works: (1) 30-min. film series, now in pilot stage, based on "Don Quixote" and due to be shot in Spain for international TV sale. (2) "Anatomy of a Country," a series of 60-min. taped "national profiles" of European countries, designed chiefly for U.S. & British TV consumption. (3) "At Large in the World," a variety-musical package "with a key cadre of U.S. talent, built around a U.S. star of the calibre of Dave Garroway," according to Lown. None of the 3 projects is currently sold in U.S. but TET is "discussing deals for 1963 on them," Lown told us.

Lown and his associates have no monopoly on mobile TV in Europe. For one thing, TET competes with Intertel, in Munich, which is staffed to a large extent with U.S. trained tape personnel Lown originally brought to Europe in 1959. For another, TET would rather work cooperately with U.S. networks and producers, and not attempt to freeze out U.S. interests and Eurovision by buying up leading sporting and special events. "The Telstar era of international TV communications has just begun," says Lown, "and there will be plenty of activity for many people."

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TV sex-&-violence hunter Sen. Dodd (D-Conn.) sees "some signs of improvement" in medium since conclusion of his hearings (Vol. 2:21 p1 et seq.), but still may propose legislation to curb excesses. Interviewed on Metromedia's *Opinions in the Capital* Aug. 5, he disputed NAB Pres. Collins' charges that Congressional hearings have produced "little more than headlines," said he didn't think Collins was referring to his probes. He added he hadn't thought of investigating newspaper sex-&-violence, because he's "been too occupied with television."

FTC rapped Hadacol for falsely advertising on TV & radio that "New Super Hadacol" would relieve tiredness and other symptoms. Agency asserted preparation is useful only in small minority of cases caused by deficiencies of vitamins included in preparation. Company has 30 days to reply.

Caribbean TV Stirrings: Caribbean area's next TV station will be British-built-&-managed Ch. 2 Trinidad & Tobago TV Service Ltd., located in Port of Spain, Trinidad's capital, expected to cover 95% of that oil-rich island's 850,000 people (with Tobago) and due on air Nov. 1.

English-born Ronald F. Goodsman manages $1.2 million project for owners: govt., which goes independent Aug. 30, 10%; CBS, 10%; Rediffusion of London, 40%; Scottish TV (Roy Thomson), 40%. Meanwhile, island has seen closed-circuit TV at various exhibitions and used by power company to induce people to pay their light bills when they come in to view. Also now using closed-circuit (Pye Ltd.) as showcase of what it proposes to offer if govt. will issue it license is *Kingston* (Jamaica) *Gleaner*, independent daily which has tied up with Thomson interests in seeking grant.

Note: U.S. interests active in Venezuela: Vene-Vision, having recently had Robert Kennedy, Washington consulting engineer, down for survey of its increased-power plans; the 6-station network, one of country's 2, is 45% owned by ABC. NBC holds 20% of rival Radio Caracas TV.

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Commercial TV for Denmark would become bigger possibility if U.S. TV set better example by improving its content, according to Danish advertising executive. Knud Petersen, Federation of Danish Advertisers head, told Advertising Federation of American panel in Copenhagen that his group has appealed to govt. for commercial TV, but doesn't want "the American system of sponsored programs." Country's businessmen would prefer merely having small segments of air time for advertising, he said, without becoming involved in programming. He asserted Scandinavians have poor opinion of U.S. TV because of imported programs and reports from travelers, claimed this doesn't help Danish advertisers crack medium.

Congress and FCC are criticized in Aug. 11 *TV Guide* for sitting on proposed legislation to suspend or repeal equal-time requirements for other than Presidential or Vice-Presidential elections. Of reluctant lawmakers, magazine editorializes: "They're not going to get up there in front of the cameras with bright young aspirants for their offices and give voters a chance to make odious comparisons—no siree. That's why Congress is dawdling over proposed legislation that permits stations to give free time to major party candidates for *all* offices." Noting that FCC Chmn. Minow has urged caution in passing any such law, *Guide* remarks dryly: "This from the man who condemned television for not living up to its public service responsibilities."

Louis A. Novins has resigned as pres. of International Telemeter Co., pay-TV div. of Paramount, succeeded by Howard Minsky, former asst. to exec. vp George Weltner. Novins, who piloted Paramount's entry to pay-TV, said he had planned to leave "for some time," indicated parting was amicable. Telemeter has been conducting experiment in Toronto suburb, plans another in Little Rock, latter delayed by litigation. Company also elected James P. Murtaugh, of Simpson Thacher & Bartlett law firm, to Telemeter board; Leslie Winik, exec. vp; William C. Rubinstein, research & development vp; Philip Isaacs, franchise sales vp.

Network TV Advertisers Up: Record number of companies used network TV first 5 months of 1962, TvB reports—276 advertisers vs. previous high of 262 in same 1960 period. Record for full year was 378 in 1960. Of the 276, 139 have used network TV for 5 or more consecutive years, 82 for 10 or more.

TvB also issued brochure on local food & grocery sponsorship. *The Super Medium for Markets* reports that food store spot TV spending in first quarter 1962 rose 18.4% to $2,559,100 from $2,160,200 in same 1961 period. Trading stamp network & spot billings during quarter soared to $1,020,944 from $354,000 year ago.

Measuring newspaper effectiveness, Bureau reported highest household penetration in top 100 markets is in Akron, where largest paper reaches 91.8% of homes. Lowest is in San Bernardino-Riverside-Ontario, Cal., where penetration is 18.1%. TvB's conclusion: Only spot TV can assure precise coverage needed in each market.

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Personals

J. Leonard Reinsch, WSB-TV Atlanta exec. dir., and U.S. Advisory Commission on Information chmn., is touring Africa & Near East observing USIA field operations.

Mark Cohen promoted to ABC-TV nighttime sales service mgr., replacing **John McAvity,** who advances to sales planning coordinator; **Yale Udoff** moves up to Eastern sales service mgr.

Arthur L. Hecht, ex-CBS radio network program promotion and merchandising dir,. named WCBS-TV N.Y. advertising & program promotion dir. . . . **Lewis H. Avery** resigns as Avery-Knodel pres., will devote time to TV-radio consulting and radio KYA San Francisco, of which he is part owner. **J. W. Knodel** elected to succeed Avery; **Thomas J. White** named exec. vp; **Robert J. Kizer** elected vp.

Thomas B. J. Atkins promoted to CTV Network (Canada) gen. sales mgr. . . . **John W. Kelin,** ex-WJIM-TV Lansing program mgr., appointed WLWA Atlanta program dir., succeeding Neal Van Ells, now with radio WRCV Philadelphia.

C. George Henderson promoted to WSOC-TV Charlotte, N. C. vp & gen. mgr., succeeding **Larry Walker,** retiring Oct. 1; **Henry Sullivan** advances to radio WSOC vp & gen. mgr . . . **Robert Temple,** ex-KREM-TV-AM-FM Spokane station mgr., named KTVI St. Louis gen. sales mgr. . . . **R. A. Fennel** named program mgr., **Glenn Adkins Jr.** production mgr., WLOS-TV Asheville, N. C.

Donald V. Meaney promoted to NBC News Programs dir., **Malcolm R. Johnson** advances to News Syndication mgr.

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Denial of license renewal for radio KRLA Pasadena (Vol. 2:30 p5) has been stayed for 30 days by FCC pending station's court appeal. Station was charged with making program proposals in poor faith, running fraudulent contests, altering logs to deceive Commission, and being controlled by an alien.

FCC's St. Louis Ch. 2 decision—keeping channel there instead of shifting it back to Springfield (Vol. 2:30 p2)—has been appealed by Sangamon Valley TV Corp., Springfield. It asked 7th Circuit Court of Appeals in Chicago to stay FCC's action pending appeal.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

CORNING 19- & 25-IN. COLOR BULBS GET GREEN LIGHT: Tube industry engineers tacitly okayed Corning Glass's plans for 19- & 25-in. rectangular color bulbs at surprisingly quiet Aug. 8 meeting of JT 6.4 subcommittee of the Joint Electronic Devices Engineering Council (Vol. 2:30 p7). Expected fireworks & controversy over new trends in color sizes (Vol. 2:31 p7) failed to materialize. JEDEC-member Corning had requested meeting to discuss new color bulb proposals.

Corning submitted drawings of new bulbs, announced it had registered new types with JEDEC, answered several technical questions from attending engineers, and went home to start making bulbs. Meeting was that tame & routine, everyone seemed content with new sizes.

"There was general agreement that we go ahead on these proposals," Corning TV dept. mgr. Allen W. Dawson told us. "It's nice to know that no one in the industry is going to rock the boat."

Boat rocking by Kimble Glass would have surprised no one, and there was some expectation of a Kimble proposal that color tube's next step-up size should be 23-in. However, no such proposal or boat rocking developed. Kimble did, however, show drawings for a 24-in. rectangular color bulb & announce plans to register design.

Subcommittee Chmn. George Beggs, of Philco's Lansdale Div. told us: "Kimble agreed to accept a decision approving the proposal for the shape and over-all sizes of Corning's 19- & 25-in. bulbs. We approved the proposals in order to get the glass companies started on making new glass, but we don't want both 24- & 25-in. sizes. It would be too confusing and would run us into the same type of confusion we had in the past with b&w 20- & 21-in. tubes."

JT 6.4 subcommittee meets again next month, Sept. 11. At that time, Beggs told us, "we'll appoint a task force of tube-makers to work with Corning and Kimble on dimensions and tolerances for what we expect will be 19- & 25-in. rectangular color bulbs." There was no attempt at last week's meeting to standardize.

In addition to Corning & Kimble, Pittsburgh Plate Glass attended last week's meeting. Tube manufacturers were represented by Autometric Corp., GE, National Video, Rauland, RCA, Sylvania, Westinghouse. Set-makers were represented by Admiral, Motorola, Warwick, Zenith. General Instrument also sat in.

Kimble glass will produce "glass color bulbs in the sizes and shapes needed to satisfy the color TV market by mid-1963," we were were told last week. Company told us its present program "is not locked in with a particular size bulb of any particular tube company's design." Program is "flexible and is aimed at establishing principles of manufacture and tolerances that can be applied to any type of glass, size or shape of color bulb." Commenting on Aug. 8 JEDEC meeting, Kimble told us it supports purpose of meeting "wholeheartedly and strongly recommends that the necessary dimensions and tolerances be established by the industry as soon as possible and before the end of 1962."

TV ENGINEERS VOTE UHF TUNER STANDARDS: Industry's engineering brass tuned in same frequency last week, agreed with surprising speed & unanimity on recommendations for uhf tuner specifications to be submitted to FCC next week, Aug. 22.

In all-day Aug. 7 session at EIA's N.Y. hq, glittering assembly of 30 engineering vps, dirs. & chiefs representing 20 TV, tuner & components firms—including non-EIA members—quickly resolved highly technical differences of opinion and referred amalgamated proposals to EIA Ad Hoc Committee for formulization.

Harris O. Wood, Philco's chief engineer, and chairman of EIA's entertainment receiver panel, was appointed chairman of committee charged with responsibility for translating engineers' recommendations into official proposal. Also named to committee: Zenith engineering vp J. E. Brown, RCA home instruments chief engineer Earl Anderson, Motorola TV engineering dir. Garth Heisig, Olympic chief engineer E. Lee Siegmund, General Instrument's F. W. Sickles Div. chief engineer Fred Kitty, EIA exec. vp James Secrest, EIA consumer products staff dir. L. F. Sandwick, EIA staff engineer J. A. Caffiaux.

"Fantastic," was Sandwick's description of outpouring of engineering talent. He told us: "This turnout is a tribute to the TV industry's sense of responsibility. The proposals were completely realistic. All the companies contributed very sound recommendations. The spirit of cooperation was tremendous, and the manner in which they resolved differences of opinion was extremely gratifying."

Virtually all TV set manufacturers were represented, 14 in person, 7 via written recommendations. Participating were Admiral, Andrea, Capehart, Curtis Mathes, Emerson, GE, Magnavox, Motorola, Muntz TV, Olympic, Packard Bell, Philco, RCA, Setchell Carlson, Symphonic, Sylvania, TraVler, Warwick, Westinghouse, Wells-Gardner, Zenith.

TV tuner industry was represented by Oak Mfg., Standard Kollsman, F. W. Sickles. Sarkes Tarzian had no representative at meeting but submitted detailed recommendations. Also attending meeting were representatives of Blonder-Tongue, P. R. Mallory, Radio Condenser.

One industrywise veteran summed up meeting: "Never in my experience have so many representatives of so many companies concluded so quickly on such major proposals for industry standards."

TV-RADIO SALES UP & CLIMBING AT MIDYEAR: Buoyed by booming June business, TV-radio sales sailed along at fast clip in 1962's first half, topping year-earlier volume by healthy margins. As forecast in Vol. 2:29 p8, distributor TV sales to dealers set record in June—and informal preliminary reports indicate that upbeat business continued into July.

TV sales climbed to 2.7 million from 2.5 million units in Jan.-June 1961, EIA's official statistics show. June sales boomed to record 480,510 sets—18,536 ahead of June-1961's peak distributor sales of 461,974. June also was half-year's 3rd best TV month—topped only by March's 580,876 & February's 521,275.

June also was brisk month for radio. Distributor sales topped million mark for first time this year, pushed midyear sales to 4.8 million radios vs. 4.4 million for 1961's first 6 months. June's 1,040,598 radio sales also were slightly ahead of June-1961's 997,321.

Here are EIA's official midyear TV-radio distributor sales to dealers:

TV-RADIO DISTRIBUTOR SALES

Month	TV		Radio (excl. auto)	
	1962	1961	1962	1961
January	465,836	403,570	562,869	471,518
February	521,275	428,705	697,893	640,379
March	580,876	500,597	917,236	853,197
April	364,742	347,800	809,499	672,756
May	310,799	349,098	772,479	735,692
June	480,510	461,974	1,040,598	997,321
TOTAL	2,724,038	2,491,744	4,800,574	4,370,863

TV-radio production in first half also outstripped Jan.-June 1961 output. Half-year TV production rose to 3.3 million units from 2.8 million a year-earlier. June chipped in healthy 620,653 sets—up from 615,118 in June 1961. June was 1962's 2nd best month, bested only by March's 659,251 output.

Uhf also contributed to rising tide of TV production. Half-year output of uhf sets climbed to 275,446—nearly double Jan.-June 1961's 147,832. June was good uhf month, 2nd best of year. Industry turned out 50,283 units—up markedly from 34,641 in June 1961—and slightly behind April's pace-setting 51,107.

Radio production ran ahead in all categories for both 6-months & June. Total radio output rose to

9.3 million for first half from 7.5 million in year-earlier period. June output increased to 1.7 million from 1.6 million in year-ago month. Auto radio production gained nearly one million units for half-year—to 3.3 million from 2.4 million. June output rose to 629,004 from 518,010.

FM production was upbeat all the way. Year-to-date production was more than 100,000 units ahead of first-half 1961—459,508 vs. 356,595. Cumulative total was aided by June outpouring of 92,287—1962's best month by far—vs. 88,808 in June 1961.

Here are EIA's official TV & radio production figures for first half:

TELEVISION PRODUCTION

Month	Total 1962	Total 1961	UHF 1962	UHF 1961
January	488,869	367,935	39,609	25,270
February	641,494	444,418	46,716	24,514
March	659,251	497,468	48,323	21,450
April	510,587	405,808	61,107	19,096
May	474,647	470,399	39,609	22,782
June	620,653	615,118	50,283	34,641
TOTAL	3,295,501	2,801,136	275,446	147,832

RADIO PRODUCTION

Month	Total 1962	Total 1961	Auto Radio 1962	Auto Radio 1961	FM 1962	FM 1961
January	1,350,630	1,090,073	530,589	387,136	76,510	50,421
February	1,464,797	1,115,029	480,232	307,973	84,216	41,357
March	1,810,417	1,384,052	607,510	384,227	81,010	75,044
April	1,472,654	1,124,924	519,296	375,570	63,193	51,260
May	1,444,074	1,196,949	504,846	408,875	62,292	49,705
June	1,721,873	1,626,263	629,004	518,010	92,287	88,808
TOTAL	9,264,445	7,537,290	3,271,477	2,381,791	459,508	356,595

AUGUST—TV'S 'CRITICAL MONTH': TV business was good again in July, continuing June's trend and chipping away further at inventories. Pipelines are now filled with new models; "sampling" is over. August is first of the real "paydirt" months which will tell how well consumer is receiving the new merchandise, and how much he's been scared by "recession" talk.

What's outlook for rest of year? We asked one of industry's top marketing men, Zenith Sales Corp. Pres. Leonard C. Truesdell, how picture looks to him. Although TV distributor-to-dealer sales to date are up about 9.5% from same period last year, Truesdell is sticking to his prediction that total 1962 sales will be less than 6 million, but somewhat ahead of last year's 5.77 million.

Sales were slow during first part of last year, he pointed out, and the 1962-over-1961 increases weren't too difficult to achieve. It will be hard to retain this differential for rest of year, because business pick-up in latter 1961 made remaining months of year hard ones to beat.

Truesdell sees no recession in the cards now, but: "People are careful, choosy. Retail business isn't zipping and humming in any field. Nevertheless, people can be made to buy. . . . It takes work, but it can be done."

Inventory situation has improved, but now that pipelines have been filled with new models, it's time for manufacturers to watch production schedules closely, Truesdell advised. Considering sales pace, inventories aren't in bad shape—about 14 weeks' supply compared with 13 weeks a year ago. About 6 weeks ago, when industry was busily involved in getting new models into field, supply was equivalent to about 23 weeks' sales, said Truesdell, but this was natural buildup for new-model selling.

Summing up: "At the moment the supply of sets isn't bad in relation to sales. But unless sales stay with it, we could be in danger of running into an inventory buildup." August's sales will be important clue to what's ahead.

TV-RADIO PRODUCTION: EIA statistics for week ended Aug. 3 (31st week of 1962):

	July 28-Aug. 3	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	104,636	103,990	107,362	3,747,650	3,292,648
Total radio	214,769	310,237	283,260	10,624,071	8,851,952
auto radio	82,830	96,783	96,002	3,795,579	2,799,328

Bid of $50,000 for bankrupt Crosby-Teletronics' physical assets (Vol. 2:31 p11) will be considered today (Aug. 13) at hearing before Referee William J. Rudin in Mineola, N. Y. Bid was entered by Joseph A. Krupski, covers inventory, machinery, office equipment, designs & drawings.

Large-screen TV projection system, producing 12-x-16-ft. pictures, is being produced by Waltham Precision Instrument's Tele-Beam Div., Brookfield, Conn. Pres. L. R. Ripley reported compact, portable system is "being manufactured on a production basis," lists for $2,595.

TOPICS & TRENDS

Admiral's patent infringement suit against Sears Roebuck (Vol. 2:20 p11) has been settled out of court. Agreement provides cash settlement & issuance of license to Sears subsidiary Warwick Mfg. to use 4 Admiral patents covering automatic record changers Super Son-R wireless remote control for TV sets. Admiral also will issue license for TV remote to Sears affiliate Pacific Mercury. Admiral patent attorney James T. Barr said firm is offering license for the 4 patents to all other phonograph manufacturers using Admiral's devices.

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Electro-Science Investors will ask stockholders at special Aug. 17 meeting to approve proposal to terminate small business investment activities & convert to closed-end investment company. Electro-Science incorporated in 1960 as small business investment firm, has invested $9.6 million in electronics & science-oriented companies. Stockholders also will be asked to double authorized common shares to 10 million & authorize issue of 5½% debentures (due Sept. 1, 1972) to shareholders in a recapitalization move. Electro-Science said new role as closed-end company would provide greater flexibility in investments.

Trade Personals

Dr. Elmer W. Engstrom, RCA pres., appointed 1962-63 chmn., EIA Annual Award Committee. Also named to committee: Max F. Balcom (Sylvania), Leslie Hoffman (Hoffman Electronics), D. R. Hull (Boyden Associates), Frederick R. Lack (EIA engineering dept. dir.), Leslie F. Muter (Muter Co.), Robert C. Sprague (Sprague Electric) and EIA vps Ben Adler (Adler Electronics), industrial electronics div., Robert S. Bell (Packard Bell), consumer products div., George W. Keown (Tung Sol), tube & semiconductor div., W. Myron Owen (Aerovox), parts div., L. L. Waite (North American Aviation), military products div.

Curtis R. Hammond appointed TraVler Radio vp & gen. sales mgr. . . . Frederic Marks, ex-May Drug, named Newark Electronics controller, a new post.

Robert T. McTigue, Oak Mfg. vp, elected pres. of newly acquired Hart Mfg. (Vol. 2:27 p12) and subsidiaries "Diamond H" Switches, London & Hart Mfg. (Canada) Ltd., succeeding George A. Hart Sr.

B. D. Loughlin elected research vp of Hazeltine's subsidiary Hazeltine Research Inc.

W. H. Roberts elected vp of Electronic Research, Kansas City, a Textron Electronics Div. . . . Warren H. (Deak) Atkinson, one-time International Rectifier mktg. mgr., joins ITT Components Div. as western regional mgr. for semiconductor & capacitor sales, covering 12 western states.

Eugene J. Dailey, ex-U. S. Rubber International, joins RCA International as division vp, associated companies operations.

John L. Herre appointed govt. relations vp, General Instrument's radio receptor div., Hicksville, N. Y.

Robert T. Campion & John J. Burke elected Lear Siegler senior vps.

D. R. Small, ex-Eastern Associates of San Francisco, appointed sales mgr. of Olympic's Special Radio Sales Div., succeeding Merle M. Farber (Vol. 2:23 p10).

Warren S. Smith, promoted to RCA liaison mgr. for Defense Dept. & related affairs, Washington; Roy Shawn succeeds him as NASA & FAA defense affairs mgr.; Earl Merritt named electronic warfare products mgr.

G. Howard Teeter, ex-Martin Marietta Corp., appointed Hoffman Electronics group vp, a new post.

Jerry Dreesen, ex-Pacific Mercury Electronics, appointed Roberts Electronics controller, succeeding James McLaurine, resigned; George Schock, ex-Pacific Mercury Electronics, becomes Roberts' production mgr., succeeding J. V. Short, resigned to join Citroen Electronics as plant operations vp. Roberts and Citroen, both in Los Angeles, produce tape recorders.

Sidney Hubschman elected Vornado pres., succeeding brother Herbert Hubschman who continues as chmn.

J. Ray Topper named sales planning mgr. of GE receiving tube dept's. new sales planning subsection.

Distributor Notes: Emerson Radio names D. M. Latus & Co., Helena, Mont., Montana distributor for Du Mont lines of home instruments; appoints Leon Pata & Co. (316 E. Bay St., Charleston, S.C.) South Carolina distributor for Du Mont instruments • Olympic Radio & TV names J. E. McMurray Distributing Co., Long Island City, N.Y. (J. E. McMurray pres.), distributor for 27 counties in western Michigan, succeeding Vining Sales Inc., Greenville, Mich. • Antennacraft Co., Burlington, Ia. names 3 reps: Leonard D. Allen Inc., Syracuse, N.Y., for upper N.Y. state; W. A. Hendrickson, Scituate, Mass., for New England; Maury Bender & Co., Chicago, for Illinois & eastern Wisconsin; Admiral appoints John F. Robertson Co. distributor in Kansas City territory, covering 24 counties in northeast Kansas & 38 counties in northwest Missouri • Philco Distributors names W. R. Johnson gen. mgr. & David C. Miller gen. sales mgr. for Houston-San Antonio, Texas area • Curtis-Mathes appoints Jack Espenschade sales rep for metropolitan Philadelphia & southern New Jersey • Transistor World names Al Silvers to handle Toshiba line in metropolitan New York area, replacing Rand Associates.

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Canadian TV sales to distributors rose 26% in 1962's first half to 173,896 units from 137,208 in Jan.-June 1961. EIA of Canada also reported 8% sales gain for radios, to 224,243 units from 206,533, and 19% increase in sales of radio phonos, to 34,083 units from 28,466 in 1961's first half.

Admiral Sales & Profits Gain: Admiral's first-half earnings nearly doubled to $858,058 from $433,550 in 1961's first 6 months as sales climbed to $96.2 million from $86.2 million (see financial table). June-quarter earnings rose to $348,101 from $229,438 on a sales gain to $47.1 million from $43.8 million.

Pres. Vincent Barreca forecast "good" sales & earnings in 1962's 2nd half, barring possible downturn in nation's economy.

Symphonic Electronic shipments in 1962's first 7 months jumped 32% ahead of a year-earlier. Pres. Max J. Zimmer said Jan.-July volume "further improves our previously reported 6-month increase of 26%," noted that "our backorder position, however, still remains the highest in our history." He described outlook for future sales as "exceedingly optimistic."

Olympic has dropped in Japanese-made 19-in. table model TV set with $149.95 list. Unit is manufactured by Nippon Columbia. Shipments to dealers are slated to start before month's end. Pres. Morris Sobin said Olympic's July dollar sales established record, jumped 21% ahead of July 1961. Sales trend continued into August, he said.

Zenith has introduced 5 table radios, including 2 FM-AM models & 2 clock radios. Prices range from $19.95 for AC-DC table radio to $19.95 & $24.95 for clock models, $74.95 & $89.95 for FM-AM radios.

Mergers & acquisitions: **Litton Industries** will acquire for stock **McKiernan-Terry Corp.**, Harrison, N.J. maker of antennas & sonar equipment.

Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
CBS	Q	$0.35	Sep. 7	Aug. 24
GT&E	Q	.19	Sep. 30	Aug. 22
Goodwill Stations	Q	.12½	Sep. 12	Aug. 29
Meredith Publishing	Q	.35	Sep. 14	Aug. 31
Paramount	Q	.50	Sep. 21	Sep. 4
United Artists	Q	.40	Sep. 28	Sep. 14

Electronic Distributing Associates has been established at 4600 Prospect, Kansas City, Mo. to distribute, to member independent home electronics sales & service dealers, component parts and, eventually, home electronic instruments. EDA starts with 45 franchised dealers in eastern Kansas & western Missouri, expects to double membership by year's end. **Robert J. Leary**, former Yellow Transit Lines vp, is pres.; **Walter L. Niswonger, Jr.**, former head of Kansas City Electronics Supply is vp.

GE's pension plan is half-century old this month. Since its establishment in Aug. 1912, 50,000 GE employes have retired under program with total payments of more than $300 million. Initially, monthly pension payments ranged from $20 minimum to $125 maximum. Currently, minimum payments are figured at rate of $2.40 a month for each year of service to April 2, 1962, $2.50 a month for service after that date. There's no dollar maximum.

Reports & comments available: Hazeltine and **Microwave Associates**, comments, Josephthal & Co., 120 Broadway, N. Y. 5. **Babcock Electronics**, review, Shearson, Hammill & Co., 14 Wall St., N. Y. 5. **Movielab Film Lab**, review, Cranbery, Marache & Co., 67 Wall St., N. Y. 5. **Ford**, report, Cruttenden, Podesta & Miller, 209 South La Salle St., Chicago 4.

Du Pont has entered analytical instruments field, is now marketing electronic-optical process control photometric analyzers. Instrument Products Div. has been established to sell these & additional instruments. Products are now being purchased by Du Pont, but company plans to "phase into" manufacturing.

International Resistance anticipates record 1962 sales & earnings, "substantially greater than those established in 1961," reported Pres. Walter W. Slocum. Company earned $2,021,432 ($1.45 a share) on $23,005,304 sales in 1961.

Westinghouse has formed a Molecular Electronics Div. "to capitalize on the rapid growth of molecular electronics & related solid state devices."

Goodwill Stations increased its quarterly dividend from 10¢ to 12½¢ a common share. Increased rate will be paid Sept. 12 to stock of record Aug. 29.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Admiral Story above.	1962—6 mo. to June 30	$96,212,340	$ 2,188,897	$ 858,058	$0.35	2,417,261
	1961—6 mo to June 30	86,191,630	981,124	433,550	.18	2,408,836
	1962—qtr. to June 30	47,076,845	1,000,941	348,101	.14	2,417,261
	1961—qtr. to June 30	43,758,700	678,215	229,438	.09	2,408,836
Beckman Instruments	1962—year to June 30	74,835,154[4]	—	4,774,873[4]	3.11	1,529,237
	1961—year to June 30	68,570,336	—	4,000,895	2.62	1,437,818
Christ-Craft Industries (formerly NAFI Corp.)	1962—6 mo. to June 30	38,510,447	—	1,436,152	1.09	1,240,345
	1961—6 mo to June 30	37,916,833	—	1,635,057	1.25	1,215,755
CBS Inc.	1962—6 mo. to June 30	246,656,296	31,069,308	14,153,308	1.59	8,889,932
	1961—6 mo. to June 30	240,767,745	20,476,332	9,409,332	1.06	8,896,813
	1962—qtr. to June 30	118,105,000	—	6,388,000	.72	8,889,932
	1961—qtr. to June 30	114,760,000	—	3,383,000	.38	8,896,813

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Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Cowles Magazines & Bcstg.	1962—6 mo. to June 30	42,261,166	——	847,567	.32	——
	1961—6 mo to June 30	40,046,558	——	516,833[1]	.22[1]	——
Crowell-Collier Publishing	1962—6 mo. to June 30	39,976,276	1,939,559	898,859	.29	3,136,205
	1961—6 mo to June 30	27,976,580	1,637,473	820,682	.27[7]	3,075,974[7]
	1962—qtr. to June 30	22,986,605	1,470,190	671,990	.21	3,136,205
	1961—qtr. to June 30	15,905,712	1,300,798	656,807	.21[7]	3,075,974[7]
Decca Records	1962—6 mo. to June 30	——	——	3,313,972	2.17	1,527,401
	1961—6 mo to June 30	——	——	1,315,063	1.02	1,285,701
General Dynamics	1962—6 mo. to June 30	1,057,395,704	23,835,228	22,844,417	2.29	9,997,064
	1961—6 mo to June 30	1,010,887,737	(83,576,496)	(55,674,379)[5]	——	9,997,069
GPE	1962—6 mo. to June 30	108,000,000	——	1,897,000	1.02[2]	1,643,101
	1961—6 mo. to June 30	118,903,557	——	2,488,704	1.50[2]	1,496,795
	1962—qtr. to June 30	59,600,000	——	1,031,000	.56[2]	1,643,101
	1961—qtr. to June 30	56,006,690	——	1,155,465	.66[2]	1,496,795
GE Credit Corp.	1962—6 mo. to June 30	683,561,000	——	3,804,000	——	——
	1961—6 mo to June 30	564,063,000	——	3,978,000	——	——
Gianini Controls (Conrac)	1962—6 mo. to June 30	11,707,156	871,364	429,364	.40[2]	1,070,418
	1961—6 mo to June 30	10,491,382	865,909	426,909	.40[2]	1,064,048
ITT	1962—6 mo. to June 30	517,018,294	——	18,924,987	1.13	16,430,597
	1961—6 mo. to June 30	431,576,725	——	17,083,189	1.03	16,222,253
	1962—qtr. to June 30	275,053,932[4]	——	10,743,066[4]	.64	16,430,597
	1961—qtr. to June 30	222,657,234	——	9,842,979	.59	16,222,253
Lab for Electronics	1962—year to April 27	61,482,925	677,169[3]	102,169	.08	1,298,087
	1961—year to Apr. 27	63,494,385	4,226,450	2,095,450	1.62	1,296,410
Lear Siegler	1962—year to June 30	190,000,000	——	6,000,000	1.56	——
	1961[8]	——	——	——	——	——
Milo Electronics	1962—6 mo. to June 30	3,568,092	——	157,513	.31	516,185
	1961—6 mo to June 30	2,634,355	——	102,691	.20	516,185
Minnesota Mining & Mfg.	1962—6 mo. to June 30	334,512,372	79,750,260	38,750,260	.75	51,823,123
	1961—6 mo to June 30	293,575,905	67,119,183	34,469,183	.67	51,629,307
	1962—qtr. to June 30	172,826,699[4]	40,875,608	19,775,608	.38	51,823,123
	1961—qtr. to June 30	152,616,378	34,628,173	17,928,173	.35	51,629,307
Mavielab	1962—6 mo. to June 30	3,344,408	330,492	170,816	.51	334,466
	1961—6 mo to June 30	2,826,449	246,785	130,074	.39	334,466
	1962—qtr. to June 30	1,659,094	140,394	73,581	.22	334,466
	1961—qtr. to June 30	1,390,069	113,604	60,675	.18	334,466
Muter	1962—6 mo. to June 30	8,109,340	289,340	142,977	.12	1,199,094
	1961—6 mo to June 30	6,340,930	76,889	41,003	.04	1,142,961
National Co.	1962—6 mo. to June 30	4,805,544	192,789	112,089	.13[2]	804,247
	1961—6 mo to June 30	3,658,439	61,066	1,366	——	802,779
National Unian Electric	1962—6 mo. to June 30	18,375,580	——	545,801	.09	5,747,479
	1961—6 mo to June 30	16,513,449	——	231,062	.04	5,747,579
Oxford Electric	1962—6 mo. to June 30	4,746,320	——	54,111	.12	412,393
	1961—6 mo to June 30	3,801,599	——	8,291	.02	412,393
Rallins Bcstg.	1962—year to Apr. 30	6,395,312	831,260	437,396	.45	956,497
	1961—year to Apr. 30	4,401,773	730,092	358,553[6]	.40[6]	925,125
Silicon Transistor	1962—qtr. to June 30	623,000	150,000	73,000	.14	516,250
	1961—qtr. to June 30	439,000	53,000	27,000	.05	516,250
Sonotone	1962—6 mo. to June 30	10,527,606	——	150,895	.12	1,220,430
	1961—6 mo to June 30	10,236,607	——	(180,950)	——	1,158,745
Sprague Electric	1962—6 mo. to June 30	42,463,100[4]	——	3,265,122[4]	2.21	1,471,709
	1961—6 mo. to June 30	37,066,358	——	2,960,166	2.06	1,433,449
Standard Kallsman Industries	1962—6 mo. to June 30	46,157,144	2,332,797	1,420,497	.65	2,179,686
	1961—6 mo to June 30	51,745,707	3,317,371	1,615,967	.74	2,086,556
Technicolor	1962—6 mo. to June 30	26,609,554	——	828,606	.31	2,623,218
	1961—6 mo. to June 30	26,041,626	——	1,405,000[9]	.54[9]	2,543,179
Texas Instruments	1962—6 mo. to June 30	119,736,000	9,222,000	4,784,000	1.19	3,947,161
	1961—6 mo to June 30	119,860,000	13,282,000	6,374,000	1.62	3,935,494
	1962—qtr. to June 30	62,253,000[4]	4,559,000	2,373,000	.59	3,947,161
	1961—qtr. to June 30	60,883,000	5,545,000	2,601,000	.65	3,935,494
Trons-Lux	1962—6 mo. to June 30	——	——	358,795	.48	743,837
	1961—6 mo to June 30	——	——	280,826	.39	743,837

Notes: [1] Before special items totaling $489,089 (21¢ a share). [2] After preferred dividends. [3] After $432,690 provision for loss on foreign investments. [4] Record. [5] After $27,902,117 tax credit. [6] Before special credit of $269,416 (30¢ a share). [7] Adjusted to reflect 4% stock dividend Dec. 1961. [8] Not available because of merger. [9] Includes special non-recurring dividend of $517,000 (20¢) from British affiliate Technicolor Ltd.

AUG 2 1962

WEEKLY **Television Digest**

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The authoritative service for executives in all branches of the television arts & industries

SUMMARY-INDEX OF WEEK'S NEWS

Broadcast

PAY-TV THUNDER STOLEN neatly by Westinghouse Bcstg. Corp., which plans series of pre-taped one-shot performances in WBC markets of Broadway plays in which WBC will have substantial investment (p. 1).

MORE CATV-BROADCASTER UNIONS. Cox interests buy Lewistown, Pa. system; Paul McAdam acquires Helena organization; ex-TelePrompTer executive heads Pasco-Kennewick group (p. 2).

FIRST CASH DIVIDENDS to stations from Trans-Lux offshoot TV Affiliates Corp. will be distributed in Chicago this week. TAC handles library of station-produced shows, sells them nationally, is filling gap in syndication (p. 3).

MILD SENATE-FCC BUDGET HEARING shows Senators interested in Review Board, overcommercialization, radio overpopulation, uhf & ETV growth, license fees, AT&T regulation (p. 3).

PROFIT SQUEEZE ON TV NETWORKS: Industry's record revenues offset by rising expenses. Profits sagged $7.1 million in 1961 (p. 4).

SENATE LAUNCHES COMMUNICATIONS SATELLITE BILL on 66-11 vote, fending off barrage of last-minute amendments. Quick House approval, Presidential signature expected (p. 4).

NAB ISSUES LIQUOR GUIDELINES: Code Authority releases new list of do's & don'ts for alcoholic beverage commercials (p. 5).

Consumer Electronics

PENNEY CHAIN INTO PRIVATE-LABEL TV. Will introduce portables, consoles & combos under own brand name in 18 stores in Oct. Pilot operation marks "intention to expand our own TV operation" (p 7).

SET MAKERS SET FAST FIRST-HALF PACE: Combined sales of 7 volume producers jumped more than $100 million to $542.1 million from $437.3 million in 1961's first 6 months; their aggregate earnings rose to $19.2 million from $12.1 million (p. 7).

AID'S ETV PLAN JOLTS CONGRESS. House "watchdog" subcommittee chmn. Hardy calls project to ship 1,000 TV sets to underdeveloped nations "screwy proposition." But contract with Warwick expected to stand (p. 8).

FIRST-HALF TUBE SALES FIGURES show picture tubes down in both units & dollars, receiving tubes ahead in both categories, compared with 1961's first half. Picture & receiving tubes declined in both unit & dollar sales in June (p. 9).

PHONO SALES LAG AT MIDYEAR: Distributor sales slip to 1.4 million units from 1.5 million in Jan.-June 1961, but mono pushes ahead of year-ago 373,525 to 339,827. EIA figures show factory phono sales well ahead of 1961's first half in both stereo and mono units (p. 10).

WBC STEALS PAY-TV THUNDER: Broadway-On-TV promise, long one of basic appeals of pay-TV, is being challenged seriously by Westinghouse Bcstg. Corp., most active TV station group when it comes to network-calibre TV production. WBC's plan: To enter the Broadway legit realm as theatrical "angel," and to televise in WBC markets taped versions of Broadway plays and/or musicals to coincide day-&-date with show's N.Y. opening. Programs will have commercials during intermissions, like feature movie showcase.

It's brand-new technique, no small blow to pay-TV interests. So far, negotiations are reaching contract stage only between WBC and TV-minded (it produces "U.S. Steel Hour") Theatre Guild in N.Y., but other producers are being approached, we're told.

WBC Pres. Donald H. McGannon admitted: "We feel our project will enrich TV programming while providing viewers with the on-the-spot feeling of news immediacy. We are not out to attack pay-TV deliberately, although we've gone on record as saying we're opposed to pay-TV and feel that sponsored TV can provide programming of equal calibre through normal channels."

Major reason for Broadway interest in WBC's project is that WBC is willing to pay a relatively stiff

price for one-shot TV rights to Broadway shows in a limited-exposure situation. Possibly, WBC may seek ways to amortize the heavy showbusiness investments through syndication, but at moment WBC's thinking is concentrated on its own TV markets (Boston, San Francisco, Baltimore, Cleveland, Pittsburgh).

Production costs may be as high as $75,000 per taped performance, on top of WBC's investment (which might run anywhere from 10-60% of show's Broadway "nut"). Granted many network specials top $500,000 mark in production costs alone, and WBC may actually reap profit from its angel role (as did CBS in backing "My Fair Lady"). But this still works out to whopping average of some $15,000 per show per WBC station, since only 5 outlets are being considered, not network spread of 180-200.

Deal has been quietly in works for nearly a year, and is outgrowth of thinking of WBC's McGannon and Dir. of Creative Services Herman Land. WBC production routine will go like this: Show will be taped, with original cast, before live audience in TV theater. To reflect late casting, rewrites, etc., TV performance will be only 2 days or so before Broadway opening. Set for show will be "duplicate" of that on Broadway.

To give it "immediate" flavor, WBC plans to blend its pre-taped performance with on-the-spot pickups (where possible) during intermission at Broadway opening. Combination is thus likely to generate real first-nighter feeling for home viewers, and steals a march on Telemeter's Toronto exposure of Broadway fare which has usually come when show's run has started.

Many problems are still to be solved in working out final arrangements, WBC admits—performer scales, payments to authors, scenic designers, directors, etc. Even though Broadway fall season hasn't yet begun as far as public is concerned, WBC will be lucky (a WBC official admitted to us) to line up as many as 3 Broadway telecasts this season. Next season, WBC hopes to have as many as 6. No specific properties have been signed, although WBC indicated they would probably be straight plays, most from Theater Guild.

What does WBC deal really mean? For one thing, it emphasizes ability of sponsored-TV partisans to evolve new forms of TV showbusiness to meet pay-TV threats. For another, it underlines emergence of station groups as major factor in TV program planning and challenge to established networks.

Theater interests reacted unhappily. Examples: John Shubert, whose organization runs 17 of Broadway's 33 theaters—"It could be the ruination of the American theater." Leland Hayward, producer who was consultant to RKO-Zenith Hartford experiment—"If it were pay TV it would make more sense. I don't know why they would give away a show that's being sold for boxoffice prices in N.Y." Robert Whitehead, pres. of League of N.Y. Theaters—"It may help the theater immediately financially but its effect on the patient in the long run may be a bad thing." Producer Arthur Cantor—"An act of desperation" by play producers who can't get money elsewhere.

MORE CATV-BROADCASTER UNIONS: Powerful infusion of broadcast interests into CATV industry continued last week with entrance of blue-chip Cox station interests through $660,000 purchase of 4,400-connection system in Lewistown, Pa. And Cox group is "very interested" in expanding in field. Headed by James M. Cox, organization owns WSB-TV Atlanta, WHIO-TV Dayton & WSOC-TV Charlotte, with AMs & FMs.

Coincidentally, Ga. Assn. of Bcstrs. announced that Oct. 16 Southeast Radio-TV Seminar in Atlanta will discuss "growing crisis & dilemma" of CATV-broadcaster relationships in session moderated by GAB's TV vp Ray E. Carow, WALB-TV Albany. Meeting will also cover pay TV, ETV, FTC. Concurrently, there will be an "ExSec Workshop,"—first gathering of state association executive secretaries; there are now 24 such officials among the 48 state associations.

Broker Bill Daniels, who represents Cox, said Lewistown purchase "is just a start for them." He reports 3 more large broadcasters in market for systems, along with "a very prominent newspaper" which has almost concluded the purchase of 3 systems.

Livingston, Mont. radio KPRK owner Paul McAdam, long a CATV operator, has expanded by buying 2,600-subscriber Helena system—price not indicated. And still another sale, but evidently not including broadcasters: 3,400-home system in Pasco-Kennewick, Wash., bought from Columbia TV Co. by group headed by Robert M. Rosencrans, ex-dir. of TelePrompTer's closed-circuit div.; price not disclosed.

Other recent forays by broadcasters include $10 million 18-system acquisition by ex-NBC vp Alfred Stern and associates (Vol. 2:32 p3), acquisition of CATV franchises in S.C. by G. Richard Shafto, exec. vp of WIS-TV Columbia and WSFA-TV Montgomery (Vol. 2:25 p3).

STATIONS FILLING SYNDICATION GAP: First cash dividends for station members of TV Affiliates Corp., subsidiary of film syndicator Trans-Lux, will be distributed at special TAC programming conference to be held at Lake Tower Motel, Chicago, Aug. 20-21. Session represents real breakthrough in new syndication concept evolved by Trans-Lux and sparked by TAC vp Robert Weisberg more than year ago, and is no small-scale victory.

Dividends run to 4 figures, in some cases, for TV stations now members of TAC, and are proportionate to revenues derived from sale of more than 70 station-produced film & tape shows. Theory of TAC in a nutshell: Many TV stations produce local programs & documentaries of interest level & quality worth national exposure—so why not start a "clearing house" to sell them in syndication market largely abandoned by Hollywood & telefilm majors? Theory apparently works.

TAC-sold shows are mostly in vein of serious public affairs one-shot specials. A few: "Birth by Appointment" (Caesarian), produced by WBNS-TV Columbus; "Speedway Through The Years" (profile of Indianapolis Speedway), WFBM-TV, Indianapolis; "A Walk Through The Valley" (study of juvenile delinquency), WGN-TV Chicago. TAC's Weisberg told us he estimates total 1962 revenues for these & other shows at $250,000 and anticipates "sizable" jump in 1963 sales.

Station dividends from TAC are for 6 months starting last January and represent earnings achieved by individual station-produced shows (after TAC overhead). Full-scale sales campaign by TAC began with handful of shows from 20 stations, now is backstopped by diversified program library from 51 stations.

Meeting has attracted attention among Chicago agencies & clients, some of whom are currently buying TAC shows in multi-market deals where they appear. Guest speakers at TAC meeting will include executives of Bell & Howell; Needham, Louis & Brorby; Leo Burnett; Cunningham & Walsh.

MILD SENATE-FCC BUDGET HEARING: FCC received sympathetic hearing from Senate Appropriations Subcommittee last week, stands at least fair chance of getting all or most of the $262,000 cut by House from its $14,617,000 budget request (Vol. 2:32 p6). Traditionally, Senate seems to give FCC this fiscal break in addition to warm reception. A major reason is that Sen. Magnuson (D-Wash.) is chairman of both the subcommittee and Commerce Committee—and as head of latter is very familiar with Commission problems. Most of questioning was by Magnuson and Allott (R-Colo.), with these major topics:

(1) Staff Review Board. Congress had given Commission power to establish Board to take mass of routine decisions of commissioners' minds, free them for major matters. Magnuson was concerned lest licensees hurt by Board insist on appeal to Commission. "I can just hear from my constituents now," he said, "yelling 'I was robbed.' " Comr. Ford said that if Board merely adds a delaying step to FCC processes "it will be a failure."

(2) "Overcommercialization." Allott remarked that he'd seen TV show "with 7 different products in a short period of time." Comr. Lee said he favors FCC adoption of NAB Codes as commercial standard. Ford pointed to problems with any set of numerical limits. He said one broadcaster told him people come to shop in his town only on Fri. & Sat.—"and he has to sell all his time then; he can't get any business during the week." Then, Ford noted that radio daytimers' broadcast day differs in length from north to south, so a rule couldn't be applied rigidly. But, he concluded: "I think Lee & I will adjust our differences, both giving a little."

(3) Radio overpopulation. Allott wanted to know how FCC could determine when there are too many stations. Ford said that Commission is considering revising rules to allow mergers which would take a station off air and at same time leave the abandoned frequency unavailable to new applicants. He also noted that consideration is being given to grant higher priority to applicants for underserved areas, and that the law requires FCC to weigh prospective impact on service which might be caused by new-station pressure on broadcast economics of a community.

(4) Uhf & ETV growth. Magnuson was told that there's considerable interest in commercial uhf—but no flood of applications yet. As for ETV, Lee stated: "Tremendous interest. You'd be pleased." Lee was also delighted to report that FCC's N.Y. uhf experiment will be finished in Oct.—and that $200,000 will be returned to govt. kitty, unneeded.

(5) License fees. Allott asserted amateurs shouldn't be charged. Ford agreed, said he's against all fees because Congress has given FCC no guidelines.

(6) Investigation of AT&T rates. Sen. Kefauver (D-Tenn.) asked $3 million appropriation so that FCC could make big rate study. But Lee said Commission doesn't believe in "one shot" investigation—prefers, instead, gradual expansion of staff to handle common carrier regulation. He also defended Commission's performance, cited rate reductions obtained from time to time: "I believe our efforts have been outstanding over the years. We've brought savings to consumers." Magnuson made it clear he agreed.

PROFIT SQUEEZE ON TV NETWORKS: TV industry revenues set record in 1961—$1,318,300,000, but profits dropped for first time in years, FCC's annual wrapup of industry finances released last week shows.

Revenues rose 3.9% from 1960 but couldn't keep pace with expenses, which increased 5.5% from $1,024,500,000 to $1,081,300,000. Profits thus skidded 2.9% to $237 million from 1960's $244.1 million. This was in marked contrast to 1959-60, when profits rose 9.8%, and 1958-59 when they soared 29.3%.

Most of profit decline was suffered by networks. They and their 15 o-&-o's garnered revenues of $675.3 million in 1961, up 5.4% over 1960. But expenses rose 7.8% to $588.3 million. Before-tax income consequently was down 8.6%, from $95.2 million to $87 million. Network o-&-o's profits rose to $62.3 million from $61.6 million—but profits from networking itself dropped from $33.6 million to $24.7 million.

The 525 non-network stations had revenues of $643 million, up 2.4%, expenses of $493 million, up 2.9%, profit of $150 million, up 0.7%.

Uhf stations had rougher year than 1960, with 60.6% of the 71 which reported showing losses. Last year, only half the uhfs reported losses. Of 439 vhfs in operation for full year, 78.8% reported profit, compared with 81.1% year ago.

Of industry's total broadcast revenues, $962 million (73%) came from time sales, $356.3 million (27%) from talent & program sales. Total time sales, before commissions, rose $13.4 million to $1,160,000,000.

Among vhf stations showing profit, 13 reported earnings of $3 million or more; 26, $1.5 to $3 million; 29, $1 to $1.5 million. Only 38 had less than $25,000. Biggest uhf moneymakers were 2 stations reporting earnings between $200,000-$400,000. Most of profitable uhfs, 10, earned between $100,000-$200,000.

N.Y. led markets in total broadcast profit before taxes, its 7 outlets reporting $32,600,518. Chicago's 4 stations followed with $15,771,490. Los Angeles, with 7 stations, was third with $8,050,793.

SENATE LAUNCHES COMMUNICATIONS SATELLITE BILL: Drastic action by Senate, including first cloture (debate-limiting) move in 35 years, and rapid tabling of multitude of amendments, finally ramrodded administration-backed communications satellite bill through Aug. 17 on overwhelming vote, 66-11. Bill now goes to House, where quick approval is anticipated, then to President for signature.

Bill as passed calls for creation of Communications Satellite Corp., owned half by individual shareholders, half by U.S. communications common carriers. Board of directors will number 15—6 representing public, 6 from companies, 3 appointed by President with Senate approval.

Following President's signature, first step toward getting organization into operation will be appointment by President of group of incorporators, number unspecified, who will lay groundwork. From there, it will take 12-18 months before first stockholder meeting, when the 12 public directors will be elected.

Out in space, it was a merry week for Telstar, AT&T's mighty mite whose antics daily become more astonishing. Former President Eisenhower made his 2nd transatlantic appearance Aug. 15 when satellite flashed his London news conference to U.S. NBC News announced plans to send color from Europe in next few weeks. Also reported in planning stage were transatlantic beamings of Miss America Pageant & 3 Broadway show openings.

U.S. offer to attempt live TV relay via Telstar from Russia's 2 orbiting spacecraft was politely but firmly declined. And U.S. networks reported that they made no attempt to pick up TV signals beamed to Soviet Union from space ships. Films of telecasts were shown by U.S. networks, flown from Europe. One of these, incidentally, shown Aug. 16 on *CBS News with Walter Cronkite*, turned out to be phony. Sharp-eyed CBS staffer recalled having seen film earlier, and after some checking, it was found to be East German shots of earlier Soviet launching.

CURRENT CAPSULES

Some network prime-time evening fall shows will be trimmed 5 minutes to make way for paid political broadcasts by gubernatorial, congressional and other candidates for office. Plan was sparked by Sen. Javits (R-N.Y.) and Republican National Committee. ABC-TV last week announced it would adopt plan; CBS-TV & NBC-TV are expected shortly. Only live or taped shows will be affected; filmed shows are often reruns, and networks would be unable to sell the 5-min. segments after elections. Programs which probably will be affected: ABC-TV: *Lawrence Welk Show*, 9-10 Sat., *Hollywood Special*, 8-10 Sun.; CBS-TV: *Sing Along With Mitch*, 8.30-9.30 Fri., *Perry Como Show*, 9-10 Wed., *The Price is Right*, 9.30-10 Mon.; NBC-TV: *Red Skelton Show*, 8.30-9.30 Tues., *Jackie Gleason Show*, 7.30-8.30 Sat., *Ed Sullivan Show*, 8-9 Sun. Democratic National Committee hasn't commented on project, is eligible for similar arrangement.

———■———

Westinghouse Bcstg. needn't be a party to FCC's NBC-RKO station-swap hearing (Vol. 2:30 p5), WBC told Commission last week. It said deal has changed so much since original that WBC no longer figures significantly. It said Philco and others can offer testimony on the issue of NBC's alleged use of network affiliate power to pressure stations into swapping or selling. However, WBC said its personnel are available as witnesses if needed. Philco filed petition asking new issue be added to hearing—study whether RKO TV holdings violate FCC's ceiling of 5 vhfs. It said FCC has apparently overlooked RKO's 12½% ownership of KWTV Oklahoma City. RKO owns WNAC-TV Boston, WOR-TV N.Y., KHJ-TV L.A., WHBQ-TV Memphis and ⅔ of CKLW-TV Windsor, Canada.

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Adoption of NTSC color system for Europe is reasonably good prospect, according to George Brown, RCA research & engineering vp. In Europe recently to present paper on RCA's 4-tube color camera, he said he found "technical fraternity well informed on NTSC" and generally favoring it against French-pushed Secam system.

NAB ISSUES LIQUOR GUIDELINES: Tightening regulations concerning liquor commercials, NAB code authority last week released new series of 'guidelines.' Code dir. Robert D. Swezey said new directive would be particularly helpful to stations making day-to-day decisions on acceptability of particular copy. Authority cautioned, however, that guidelines can't cover all individual cases, urged subscribers to seek clarification from NAB when needed. Guides capsuled:

(1) No advertising of hard liquors, including, but not limited to, whiskey, brandy, rum, gin, vodka, cordials, liqueurs & wines containing more than 24% alcohol, or mixed beverages containing any of forementioned.

(2) Corporate name of firm that distills or distributes hard liquor may be used in advertising non-alcoholic product. Use of hard liquor distiller or distributor's name in advertising of acceptable alcoholic beverages is permissible only if required by law to be included in ad, and must be confined to simple identification.

(3) Advertisements for retail stores which sell liquor in addition to other products are acceptable, provided there is no mention, display or implied reference to hard liquor. Use of word "liquor" as part of sponsor's name is prohibited.

(4) Advertising of establishment whose principal business is alcoholic beverages, in which no mention is made of acceptable products or services, will be construed as implied reference to distilled spirits.

(5) Use of "liquor" in reference to non-distilled items such as malt liquor is permitted.

(6) Products to be used or mixed with distilled spirits may be advertised, provided liquors are not specifically mentioned or displayed.

(7) Advertising availability of alcoholic beverages, by restaurants, airlines, hotels, is taboo. Likewise, use of "lounge," "barroom," "taproom," "tavern" in such a manner as to imply availability of spirits. Use of "cocktail lounge" to describe place of business is not acceptable under any circumstances.

(8) Advertisements for non-beverage products containing or associated with distilled spirits depends on manner of presentation. Code Authority will judge each on its individual merits.

NAB Radio Code Authority Dir. Charles Stone reports no Radio Code subscribers are known to be carrying liquor commercials—but that about 30 non-subscribers were doing so when last checked. TV Code Mgr. Edward Bronson says no TV stations, including non-subscribers, are handling liquor.

———■———

Foreign radio stations in Washington embassies (Vol. 2:32 p6) advanced step as House Commerce Committee approved bill last week. Move is designed to aid, through reciprocal action, remote U.S. posts in countries with inadequate commercial communications facilities.

NAB has furnished AAAA with roster of radio code subscribers in joint move to raise advertising standards. Radio Code Affairs Dir. Charles M. Stone said AAAA has urged members to get behind "spirit & letter" of radio code.

Personals

Martin N. Leeds, ex-Desilu exec. vp, elected exec. vp & board member, Talent Associates-Paramount Ltd., Hollywood . . . Robert E. Philpot promoted to CBS-TV network sales coordinator.

Arthur Barron, ex-NBC News creative projects editorial supervisor, named Metropolitan Bcstg. TV creative programs dir., N.Y. . . . David J. Bennett, ex-asst. to Triangle TV-radio vp, named Triangle stations FM operations dir., a new post.

Theodore C. Streibert, WTCN-TV & WTCN Minneapolis-St. Paul vp & gen. mgr., resigns to form own international consulting service, will also continue with Time Inc. as Time-Life Bcstg. international div. consultant, N.Y.

Frederick L. Gilson promoted to CBS Films asst. international sales mgr., a new post . . . Sam Somora, ex-radio WJBK Detroit promotion, advertising & merchandising mgr., named KTVI St. Louis exec. vp & gen. mgr.

Joseph Bernard, ex-mgr. of KTVI St. Louis and WGR-TV Buffalo, recently consultant to Syracuse applicants, named gen. mgr. of radio KFWB Los Angeles . . . James L. Snyder named national news director for all Westinghouse stations, continues as Washington bureau chief.

Richard N. Burns promoted to CBS-TV network sales contracts dir. & asst. business mgr., succeeding Richard H. Low, who joined Y&R; Julian L. Linde replaces Burns as network sales contract mgr.

James R. Reston, *N.Y. Times* Washington bureau chief, named to NET board.

Jim Terrell, ex-WKY-TV Oklahoma City asst. mgr., appointed KTVT Dallas-Ft. Worth mgr. . . . Michael L. Merla, Buffalo accountant, appointed WOKR Rochester business mgr.

Jacques R. Alleyn named Canadian Bcstg. Corp. gen. counsel, Ottawa . . . Charles C. Smith, radio WDEC Americus, Ga., elected Ga. Assn. of Bcstrs. pres., succeeding Randolph Holder, radio WGAU Athens.

William J. McCarter, ex-educational WHYY-TV (Ch. 35) Philadelphia asst. gen. mgr. & program dir., appointed NET development officer . . . Ken Hildebrandt, ex-Jack Douglas Organization, named gen. sales mgr., Spanish language KMEX-TV Los Angeles, due to start in Sept.

Paul Frank promoted to WLBW-TV Miami news dir. . . . Mel Kampmann, ex-KMJ-TV-AM-FM Fresno asst. news dir., named KFRE-TV-AM & KRFM (FM) news dir. there.

Obituary

Ford Bond, 57, prominent radio announcer and TV-radio producer, died Aug. 15 in St. Croix, V.I. In addition to sportscasting, he was consultant & speaker for Cities Service from 1930-53, longest sponsor-announcer association in radio's history, according to NBC. Bond also was consultant for radio & TV to N.Y. State Republican Committee from 1942-52. He retired from broadcasting in 1953 to concentrate on the construction business in Virgin Islands.

Ted Husing, 60, famed CBS radio sports commentator for nearly 30 years, died Aug. 11 in Pasadena, Cal. Stricken with brain tumor in 1954, the dramatic announcer lost most of his vision & speech, spent last 2 years bedridden in convalescent home.

Appeal to public, since broadcasters can't get anywhere with judges & lawyers in obtaining relief from restraints on news coverage of court trials, etc. That's advice of NAB vp Howard Bell, in address prepared for Aug. 18 delivery at Oklahoma Bcstrs. Assn. meeting in Oklahoma City. "It's time we told the people what our problem is," he said. "The broadcasters, through forums and the use of the air-ways, need to mount a major campaign to enlist the support of the people in the fight to advance the people's right to know. At the same time, broadcasters generally need to be more aggressive in seeking out local coverage of public proceedings and in strengthening further the quality and the character of the news & informational service provided to the public."

Is there conflict of interest if top-ranking program vp of one network owns substantial interest in 2 nighttime TV programs on another network? In situation wherein Senior Program vp Hubbell Robinson of CBS-TV has been executive producer of *Thriller* and *87th Precinct* (Vol. 2:28 p3), both produced with Revue Productions and both seen on NBC-TV, question is now academic. Last week, Robinson sold to MCA (parent of Revue, and no longer an active talent agency) his interests in the 2 shows. Although neither series is likely to be back on NBC this fall, they still represent substantial syndication package of nearly 100 hour-long shows, and will probably be launched later this year in station-level sales by MCA.

Another representation deal has been signed by ABC International with Canadian commercial TV station. This one's between ABC and CJCH-TV Halifax, N.S., affiliate of Canada's CTV network. Station has vhf satellites in Annapolis Valley, Digby & Amherst, claims coverage of 90,000 TV homes. ABC will represent station in commercial sales in all markets outside Canada. Deal is similar to that announced earlier this year between ABC and CFTO Toronto (Vol 2:24 p5). ABC also represents TV outlets in Central & South America, Middle & Far East.

Steinman Group, for approximately $3.5 million, has bought KVOA-TV (Ch. 4) Tucson & KOAT-TV (Ch. 7) Albuquerque from Clinton McKinnon organization—no radio involved. Clair McCollough, pres. & gen. mgr. of Steinman stations (also NAB chmn.), before leaving for a month in Europe last week, said no management changes are contemplated. Steinmans own Pa. facilities WGAL-TV-AM-FM (Ch. 8) Lancaster, CP for WLEV-TV (Ch. 51) Bethlehem, radios WORK York, WKBO Harrisburg, WEST Easton, WRAK Williamsport and WDEL Wilmington, Del. —plus *Lancaster New Era* and *Intelligencer Journal.*

Unusual English-Spanish simulcasts will be carried by WLBW-TV & Spanish language radio WMIE Miami on WLBW-TV's 6:15 *Evening Report* starting Aug. 20. South Florida's 200,000 Spanish-speaking people will be able to receive TV report in Spanish by tuning in WLBW-TV picture and WMIE sound.

Founder of KUAM-TV (Ch. 8) Agana, Guam, Harry Engel, has sold his (with wife) 45.5% of station to Phil Berg, former Hollywood talent agent, holder of balance of stock. Price not yet disclosed.

License denial of radio WDKD Kingstree, S.C., in celebrated "obscenity" case (Vol. 2:31 p3), has been stayed by FCC for 30 days pending Commission study of station's petition for reconsideration.

Uhf CP granted: Ch. 29, Jenkintown (Philadelphia suburb), Pa., to William L. Fox.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

PENNEY CHAIN INTO PRIVATE-LABEL TV: J. C. Penney Co. will introduce TV sets under its own label in 18 stores in Oct. Although a few Penney stores from time to time have sold brand TVs at discretion of individual managers, this pilot operation marks first national move under its own label by the 1,700-outlet chain.

"This signifies our intention to expand our own TV operation," spokesman told us. "We'll keep adding stores as we go along." Initial 18 test stores are scattered throughout country.

Penney said its TV brand name hasn't been determined yet, wouldn't disclose name of its TV manufacturer. However, we were told that sets won't be coming from GE, which recently concluded pact to private-label laundry & major kitchen appliances for Penney (Vol. 2:30 p8).

Color TVs will not be included initially in pilot operation. Debut line will include TV portables, consoles & combinations. Price data & plans for service & installation are not yet firmed. Head of Penney's new TV operation is Arthur D. Glenn, recently appointed TV, radio & phono buyer. He reports to Theodore S. Corwin, housewares & leisure groups mgr.

Penney has been selling radios & phonos under its own "Penney" brand for past 2 years. They are retailed in about 400 stores at present.

SET MAKERS SET FAST FIRST-HALF PACE: TV-radio manufacturers raced past 1962's halfway mark at whirlwind clip. First-half reports show marked sales & profit gains over Jan.-June 1961. Barring radical upheaval in economy during last half—when TV-radio industry traditionally does bulk of business—banner year clearly is in the making.

Our analysis of 11 TV-radio set makers shows these first-half achievements: (1) All netted substantial profit improvement over 1961's first half. (2) Only two of 10 failed to increase sales. (3) Four firms set profit records. (4) Six posted sales records. (For first-quarter analysis, see Vol. 2:20 p8.)

Over-all upbeat performance of electronics industry also is reflected in 2nd-quarter analysis of major U.S. corporations by Aug. 1 *Wall St. Journal*, which found that 478 firms increased earnings 15.5% to $2,719,344,000 from $2,354,266,000 in April-June 1961. Survey disclosed that 23 electronics-electrical manufacturers ran far ahead of national average—increasing 2nd-quarter earnings 25.2% to $114,352,000 from $91,334,000. Of these 23 firms, 11 were broad-line companies, and they improved earnings 26% to $106,175,000 from $84,246,000. Other 12 companies were specialty firms. Their earnings rose 15.4% to $8,177,000 from $7,088,000.

Our study of 7 manufacturers who concentrate on home electronic products—Admiral, Andrea, Arvin, Magnavox, Motorola, Wells-Gardner, Zenith—shows combined first-half sales of $542,058,579—up more than $100 million from $437,300,986 in Jan.-June 1961. Their profits soared to $19,213,815 from $12,137,667. Motorola, Magnavox & Zenith had record sales. Magnavox & Zenith also had record profits.

No less impressive were gains of 4 giant multi-product companies in which TV-radio products account for only a portion of over-all sales & profits. Combined first-half sales of GE, GT&E (Sylvania), RCA and Westinghouse rose to $4,779,045,000 from $4,301,725,000. Their combined profits jumped to $207,878,000 from $164,535,000. GE, GT&E and RCA registered record sales. RCA & GT&E had record earnings.

Only Andrea & Wells-Gardner among 11 set makers failed to improve sales. However, although sales dipped, both improved earnings—Andrea to $149,711 from $126,728, Wells-Gardner $246,000 from $205,000.

Major sales gains were notched by Motorola (to record $159.6 million from $128.7 million), Magnavox (record $88 million from $61.8 million), Zenith (record $146 million from $116.7 million), RCA (record $853.9 million from $721.8 million), GE (record $2.319 billion from $2.074 billion).

Impressive profit gains were registered by each of 11 companies. Arvin more than doubled earnings to more than $1 million from less than $417,000. Magnavox ran earnings to record $4.3 million from $2.6 million. Other sharp gains: Motorola—to $5.7 million from $3 million. Zenith—record $7 million from $5.3 million. RCA—record $24 million from $17.6 million. GE—$120 million from $93.5 million. Admiral—$858,058 from $433,550.

Packard Bell & Pacific Mercury also reflect upbeat trend in just-released reports for first 9 months of their respective fiscal years. Packard Bell had record sales of $35,930,837 in 9 months to June 30—up sharply from $24,603,735 a year-earlier. Company had operating profit of $767,048 before reserving $1.1 million for anticipated losses on fixed-price govt. contracts. Pres. Robert S. Bell noted, however, that Packard Bell shortly will file claims against the govt. to recover losses. In comparable 9-month period a year ago, Packard Bell lost $3,859,125. Pacific Mercury, in 9 months to March 31, earned $252,749 on $14,127,920 sales. Comparable year-earlier figures are not available. However, Pacific Mercury gains are indicated by comparison with total fiscal year ended June 30, 1961, when company lost $615,742 on $18.6 million sales.

With only a few major TV-radio manufacturers still to be heard from—Emerson, Muntz TV—here's first-half performance of 7 volume producers, compared with Jan.-June 1961:

	Sales		Earnings	
	1962	1961	1962	1961
Admiral	$ 96,212,340	$ 86,191,630	$ 858,058	$ 433,550
Andrea Radio	2,733,058	3,055,807	149,711	126,728
Arvin	40,126,064	31,213,652	1,009,461	416,616
Magnavox	88,034,000	61,792,000	4,282,000	2,554,000
Motorola	159,649,347	128,722,224	5,685,976	3,062,529
Wells-Gardner	9,307,000	9,627,000	246,000	205,000
Zenith	145,996,770	116,698,673	6,982,609	5,339,244
TOTALS	$542,058,579	$437,300,986	$ 19,213,815	$12,137,667

Here's first half performance of 4 multi-product giants:

GE	$2,318,836,000	$2,074,425,000	$119,977,000	$93,478,000
GT&E (Sylvania)	649,338,000	585,119,000	38,387,000	33,896,000
RCA	853,900,000	721,800,000	24,000,000	17,600,000
Westinghouse	956,971,000	920,381,000	25,514,000	19,561,000
TOTALS	$4,779,045,000	$4,301,725,000	$207,878,000	$164,535,000

AID's ETV PLAN JOLTS CONGRESS: Agency for International Development's plan to ship a thousand 23-in. transistorized battery-operated TV sets to backward nations as part of mass education project (Vol. 2:29 p9) floored House "watchdog" group last week.

"The screwiest proposition I ever heard of," was Foreign Operations Subcommittee Chmn. Hardy's (D-Va.) opinion. Agency already has let $400,000 contract to Warwick Mfg. for sets. During hearings, Motorola told AID it could supply same type of set for $231 each, compared with Warwick's $372. This didn't soothe Hardy's irritation any. Final straw came when agency's Dr. Gerald F. Winfield explained how sets' batteries would be recharged by windmills and "play-yard merry-go-rounds."

"This is one of the biggest pieces of foolishness I've seen in some time," Hardy told AID aides. "If you think we're going to finance all of this business, you've got a big disappointment coming."

Hardy was further incensed by $28,000 agency project to experiment with sun-powered boat in South America, said it looked as though AID had "jumped into a dreamland." Contract with Hoffman Electronics

has been suspended, and its originator, John L. Hoke, an AID communication resources specialist, given notice of suspension.

There are no plans to renege on TV set contract or project, AID spokesman said. But agency chief Fowler Hamilton moved to tighten up contract procedures, said agency-wide study would be made, full report sent to Hardy subcommittee within 30 days.

TV-RADIO PRODUCTION: EIA statistics for week ended Aug. 10 (32nd week of 1962):

	Aug. 4-10	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	129,822	104,636	122,504	3,877,472	3,416,177
Total radio	270,801	214,769	296,165	10,894,872	9,148,633
auto radio	131,299	82,830	88,680	3,926,878	2,889,308

TOPICS & TRENDS

More good business reports: Packard Bell consumer product sales are running at record levels. Dealer orders at June showing of new TV line topped orders of any other year by more than 35%. Kenneth R. Johnson, Home Products Div. vp-gen. mgr., reports April-July factory sales to distributors at high for period. Distributor sales established new records in each of 4 months • Delmonico International sales jumped 70% to record $5,792,776 in first half from $3,402,113 in Jan.-June 1961. Chmn. J. R. Van Raalte & Pres. A. A. Juviler of parent Thompson-Starrett Co. noted unprecedented demand for Delmonico products, said 2nd-half shipments may total $9 million—pushing Delmonico's 1962 sales to about $15 million, compared with 1961's $10.1 million. Delmonico exec. vp Herbert Kabat reported 107% jump in sales over July 1961, said it marked 21st consecutive month in which sales topped those of corresponding year-earlier month • TraVler anticipates all-time sales record for fiscal-1963's first half ending Oct. 31. Pres. Joe Friedman said current backlog tops $9.5 million, expects first-half sales to equal fiscal-1959's total $14.8 million. Sales in first fiscal quarter ended July 31 ran approximately 24% ahead of 1961's May-July $4.2 million.

Development that allows lasers to be "tuned" rapidly for first time like conventional home radio set was announced by GT&E, which said it heralds variety of new applications in TV, ground & space communications, radar. New method permits modulation of laser-generated light beams to carry information in same manner as radio waves. GT&E noted that "single laser beam is potentially capable of transmitting more data than all presently operating radio communications channels," said that "extreme directivity of the laser beam also would permit several laser systems to operate in close proximity—even at the same frequencies—without interference." GT&E Labs Pres. Dr. Herbert Trotter Jr. said modulation technique has been demonstrated at audio frequencies, is expected to be adapted to vhf & microwave frequencies before year's end.

FIRST-HALF TUBE SALES FIGURES: Hampered by a downbeat June, factory sales of TV picture tubes closed out 1962's first half trailing year-earlier performance by 19,054 units & $3,638,825. EIA's official report also shows receiving tube sales & dollars down from June 1961—but ahead of 1961's first 6 months by 4,705,000 units & $3,798,000.

Factory TV picture tube sales for Jan.-June slipped to 4,556,143 units from 4,575,197 a year earlier. Dollar value declined to $87,332,694 from $90,971,519. June sales totaled 740,788 units at $14,252,844—down from June 1961's 806,852 at $15,887,776.

First-half receiving tube sales showed 183,459,000 units at $154,298,000—markedly ahead of 1961's Jan.-June sales of 178,754,000 units at $150,500,000. Cumulative totals were whittled by June sales, which dropped to 29,649,000 units at $24,587,000 from 31,463,000 at $25,989,000 in June 1961.

Here are EIA's official first-half figures:

	Picture Tubes		Receiving Tubes	
	Units	Dollars	Units	Dollars
January	802,061	15,625,304	29,592,000	24,789,000
February	733,670	13,944,313	27,977,000	23,841,000
March	817,830	15,580,149	34,884,000	29,743,000
April	758,539	14,253,425	31,016,000	25,838,000
May	703,255	13,676,659	30,341,000	25,802,000
June	740,788	14,252,844	29,649,000	24,587,000
Jan.-June 1962	4,556,143	$87,332,694	183,459,000	$154,298,000
Jan.-June 1961	4,575,197	90,971,519	178,754,000	150,500,000

Toshiba's Himeji Works is now producing 4 million receiving tubes & 100,000 TV picture tubes monthly, in addition to 1.3 million fluorescent lamps. Japan's largest tube & lamp manufacturing facility, Himeji Works also makes all materials used in production of tubes.

PHONO SALES LAG AT MIDYEAR: Despite sharp June pickup, distributor-to-dealer phonograph sales at close of first half lagged behind year-ago pace by approximately 71,000 units. Big June, however, was big enough for factory phono sales to recover from slow May and top Jan.-June 1961's volume by more than 69,000 units, official EIA figures show.

First-half distributor sales totaled 1,429,687 phonographs—down 70,957 from 1,500,644 in 1961's first 6 months. Thanks to big June spurt, mono sales pushed ahead of 1961's Jan.-June total—373,525 units vs. 339,827. Half-year stereo sales trailed year-earlier volume 1,056,162 to 1,160,817.

June was mono's top 1962 month by wide margin. Distributor sales nearly doubled to 91,526 from June-1961's 47,970. Stereo sales also jumped in June—to 183,000 units from 170,178 in year-earlier month. Total June sales increased 66,378 to 274,526 from 218,148 in June 1961.

Mono's sales comeback this year is interesting. Mono trailed year-earlier month in both January & February. However, tide turned in March, and mono has outsold each comparative 1961 month since then. With big June gain, mono finally moved ahead of 1961's cumulative sales for first time this year. Stereo sales, conversely, trailed year-earlier sales in 4 of first 5 months, moved ahead only in March, 236,051 vs. 231,021.

Here are EIA's official first-half distributor-to-dealer sales:

PHONO DISTRIBUTOR SALES

	1962			1961		
Month	Mono	Stereo	Total	Mono	Stereo	Total
January	48,423	171,305	219,728	74,881	211,268	286,149
February	50,563	188,857	239,420	54,097	210,365	264,462
March	60,206	236,051	299,257	59,290	231,021	290,311
April	54,615	146,577	201,192	48,532	173,585	222,117
May	65,192	130,372	195,564	55,057	164,400	219,457
June	91,526	183,000	274,526	47,970	170,178	218,148
TOTAL	373,525	1,056,162	1,429,687	339,827	1,160,817	1,500,644

Total factory phono sales in first half were upbeat all the way, in all categories. For 6-month period, mono & stereo sales increased by 69,335 units to 1,567,385 from 1,498,050 in Jan.-June 1961. Stereo was ahead 1,167,973 vs. 1,136,084. Mono, again for first time this year, pushed ahead of 1961's cumulative sales 399,412 to 361,966.

June was 1962's best factory month by far. Mono sales zoomed to 104,548 units from June-1961's 61,533. June's mono sales compare impressively with 1962's previous high—68,545, set in January, and runner-up 67,610 posted in May.

Stereo also set 1962 record in June with sales of 278,989—up sharply from 197,170 in year-ago month. June pace also was more than 40,000 units ahead of 1962's previous high—March's 237,492. June marks only 2nd time this year that stereo has outsold year-ago month.

Here are EIA's factory sales figures for first half:

PHONO FACTORY SALES

	1962			1961		
Month	Mono	Stereo	Total	Mono	Stereo	Total
January	68,545	191,014	259,559	80,366	211,383	291,749
February	52,566	202,846	255,412	50,710	204,638	255,348
March	60,991	237,492	298,483	62,396	227,469	289,865
April	45,152	137,950	183,102	53,074	152,974	206,048
May	67,610	119,682	187,292	53,887	142,450	196,337
June	104,548	278,989	383,537	61,533	197,170	258,703
TOTAL	399,412	1,167,973	1,567,385	361,966	1,136,084	1,498,050

Trade Personals

Dr. Ernst Weber, Brooklyn Polytechnic Institute pres., named first pres. of new Institute of Electrical & Electronic Engineers, which begins in Jan. after merger of IRE & AIEE; **Dr. B. Richard Teare Jr.**, Carnegie Tech College of Engineering & Science Dean and present AIEE pres., becomes IEEE vp.

Richard Hodgson elected pres. Fairchild Camera & Instrument, succeeding **John Carter**, named chmn. & chief exec. officer; **Sherman M. Fairchild**, founder & chmn., elected to new post of exec. committee chmn.

Joseph Wright, Zenith pres., was subject of intensive search Aug. 12-13 when his 33-foot boat Pelago failed to make scheduled call at Sturgeon Bay, Wis. Boat was located on Lake Michigan, disabled by motor trouble, after being missing for 15 hours, and was safely towed to port.

John D. Conroy named eastern regional equipment mktg. mgr., industrial & military, Sylvania Tube Div.

Leon Schachere, ex-Stromberg-Carlson & Magnavox, appointed sales mgr. of Sylvania's new direct-to-dealer sales organization for N.Y.C. & northern N.J. (Vol. 2:24 p12), headquartering at 730 Third Ave., N.Y.

Charles E. LeMontagne appointed Sylvania Home Electronics mid-west district svc. mgr., succeeding **Peter Kolsinski**, named division quality control supervisor . . . **Charles Belzer** resigns as Sylvania district sales mgr. in Chicago area.

George H. Gage named GT&E mktg. & sales vp, succeeding **R. Parker Sullivan**, recently appointed pres. of subsidiary General Telephone of Cal.

Edward W. Butler, Speer Carbon vp, named 1962-63 chmn., EIA Membership & Scope Committee; **Edward J. Derenthal**, RCA General Traffic Div. mgr., re-named Traffic Committee chmn.; **Harry Mason**, Tung-Sol attorney, appointed Tax Committee chmn.

Robert J. Higgins named Sylvania Home Electronics mktg. administrator.

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Philco was strikebound at 6 Philadelphia-area plants Aug. 13-15 when 4,500 workers walked out in protest over concurrent 3-day suspension of woman shop steward in TV receiver plant. Philco termed walkout a "violation of contract," notified 2 IUE locals involved that it plans to file grievance before American Arbitration Assn. to seek damages for "substantial losses" suffered because of shutdown. Philco told us controversy flared when steward pulled TV tuners off conveyor after protesting line was running 7/10 of second faster than contract maximum speed. She was suspended for 3 days for failing to follow established grievance procedure. Union contended she pulled tuners from conveyor after supervisor refused to slow line. Philco said its tests showed line running 7/10 of second slower than contract maximum speed.

Admiral-Sears, Roebuck out-of-court settlement of patent infringement suit (Vol. 2:33 p10) provides, in addition to cash settlement, that Sears subsidiary Warwick Mfg. will pay Admiral 25¢ for each TV wireless remote control made under Admiral's patent, and royalties of 2½¢ to 5¢ for each automatic record changer device covered by any of 3 other Admiral patents. Under terms of settlement, Admiral has licensed Warwick to use the 4 patents and will issue license for TV remote to Sears affiliate Pacific Mercury.

Trav-Ler Radio has been renamed TraVler Industries Inc. (Vol. 2:30 p11), following stockholder approval at Aug. 14 meeting. Pres. Joe Friedman said new name reflects greater importance of TVs, phonos & tape recorders than radios in current sales. He also told stockholders that TraVler "is spending approximately $750,000 for additional facilities" at New Albany, Ind. plant of recently acquired Hoosier Cabinet Corp. (Vol. 2:25 p12). Plant's capacity "will be doubled by these improvements," he said, and expansion is required by increase in business, particularly in private label field (see p. 7).

Zenith will launch $2 million ad campaign in network TV & local and national printed media during peak fall selling season. More than $1 million "will be used in a concentrated local newspaper ad program in retail markets from coast to coast" during September & October, according to Sales Corp. Pres. Leonard C. Truesdell. Balance will go for national magazine ads & network TV presentations, including co-sponsorship of 90-min. colorcast of "World Series of Golf" Sept. 8 & 9.

Japanese firms showed largest gains among 1961's top 100 foreign industrials in August *Fortune's* annual compilation. Ten Nippon firms which made list in both 1961 & 1960 averaged 23% sales jump last year. Hitachi moved up to 11th place from 17 in 1960. Matsushita jumped to 56th from 74th. Top 100 included 12 electrical equipment manufacturers. Their combined 1961 earnings rose 10% on aggregate sales gain of more than 15%.

Western Radio Corp. has been charged by FTC with falsely advertising "New Magic Walkie Talkie," "Radi-Vox" and "Radio Talkie" portable receivers. Hearing examiner disputed firm's claims that devices would operate up to half mile between buildings, 10 miles between cars, was unconditionally guaranteed, required no license.

Packard Bell Electronics has obtained a $9 million "V"-type loan, partially guaranteed by the U.S. Navy. Pres. Robert S. Bell said the loan, coupled with a recently obtained $5.5 million bank credit, will replace a previous $10 million line of credit, furnishing Packard Bell with a net credit gain of $4.5 million.

New TV repair guide, *TV Trouble Analysis* by Harry Mileaf, has been published by Gernsback. Manual contains brief up-dated TV theory refresher chapter, illustrated explanations of TV set troubleshooting. It's 124 pp, Gernsback Library, 154 W. 14th St., N.Y. 11; paperback, $3.20; hard cover, $4.95.

Sylvania has increased wages for hourly non-union employes ranging from 10¢ to 20¢ an hour over a 2-year period. Eligible salaried employes also will receive increases—$8 or 2½% monthly, whichever is larger, next month & again in Sept. 1963.

Sale of Crosby-Teletronics' physical assets for $50,000 to Joseph A. Krupski (Vol. 2:33 p9) has been approved by Referee William J. Rudin.

Western Electric has awarded Goodyear Aircraft Corp. $1.3 million contract for horn-reflector antennas that can receive or transmit 10,000 telephone messages & 10 TV programs simultaneously in b&w or color.

Distributor Notes: Olympic Radio & TV names Northland Merchandise Distributors, Green Bay, Wis., distributor for northern Michigan & northern Wisconsin • Irving Witz Corp. (Irving Witz pres.), newly appointed Delmonico & Grundig Majestic distributor in Miami (Vol. 2:29 p11), has established hq there at 300 Northeast 62nd St.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
American Bosch Arma	1962—6 mo. to June 30	$64,119,853	——	$1,518,784	$0.79[1]	1,902,041
	1961—6 mo. to June 30	71,177,596	——	1,204,143	.62[1]	1,902,041
Ampex	1962—qtr. to July 31	21,513,000[5]	——	878,000[5]	.11	7,799,000
Story below	1961—qtr. to July 31	17,355,000	——	71,000	.01	7,751,772
Andrea Radio	1962—6 mo. to June 30	2,733,058	——	149,711	.59	254,136
	1961—6 mo. to June 30	3,055,807	——	126,728	.50	254,136
Audio Devices	1962—6 mo. to June 30	4,100,000	——	225,000	.30	844,526
	1961—6 mo. to June 30	3,677,089	——	112,023	.13	831,652
Bendix	1962—9 mo. to June 30	599,672,486	$34,386,418	15,648,962	2.89	5,423,335
	1961—9 mo. to June 30	570,167,511	34,947,318	17,685,660[2]	3.29[2]	5,381,109
	1962—qtr. to June 30	212,853,040	——	5,321,848	.98	5,423,335
	1961—qtr. to June 30	197,475,022	——	5,186,041	.96	5,381,109
Consolidated Electronics	1962—6 mo. to June 30	83,150,374	——	2,353,323	.74	3,172,377
	1961—6 mo. to June 30	67,304,368	——	1,871,476	.61	3,053,597
Disney Productions	1962—9 mo. to June 30	49,716,429	——	3,452,223	2.06	1,674,804
	1961—9 mo. to June 30	43,852,820	——	2,373,083	1.46	1,626,023
Electronics Corp. of America	1962—6 mo. to June 30	4,059,000	——	61,685	.06[1]	749,495
	1961—6 mo. to June 30	3,106,271	——	68,116	.07[1]	744,863
Esquire Radio & Electronics	1962—6 mo. to June 30	1,800,523	——	28,038	.07	417,650
	1961—6 mo. to June 30	1,382,691	——	6,871	.02	417,650
Litton Industries	1962—year to July 31	394,000,000	——	16,000,000	3.36	4,814,583
	1961—year to July 31	250,114,456	——	10,158,323	2.24	4,376,246
MCA	1962—6 mo. to June 30[3]	——	——	6,631,000	1.38[1]	4,040,735
	1961—6 mo. to June 30[3]	——	——	4,800,000	1.10[1]	3,995,735
Pacific Mercury	1962—9 mo. to Mar. 31	14,127,920	——	252,749	.36	748,500
	1961—9 mo. to Mar. 31[4]	——	——	——	—	——
Packard Bell	1962—9 mo. to June 30	35,930,837[5]	——	(332,952)[6]	—	854,043
	1961—9 mo. to June 30	24,603,735	——	(3,859,125)	—	816,493
Philips Electronics & Pharmaceutical	1962—6 mo. to June 30	43,758,717	——	1,283,283	.55	2,354,811
	1961—6 mo. to June 30	18,545,122	——	373,991	.19	1,994,674
Thompson-Starrett (Delmonico)	1962—6 mo. to June 30	12,412,445	——	339,792	.11[1]	2,817,646
	1961—6 mo. to June 30	10,510,320	——	118,111	.03[1]	2,718,918

Notes: [1] After preferred dividends. [2] Includes non-recurring income of $3,215,287 (60¢ a share) from sale of Elliott-Automation Ltd. shares. [3] Includes Decca Records on "pooling of interest" basis. [4] Not available. [5] Record. [6] After $1.1 million reserved for anticipated losses on fixed-price govt. contracts.

Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
AB-PT	Q	$0.25	Sep. 15	Aug. 24
AT&T	Q	.90	Oct. 1	Aug. 31
Disney Productions	Q	.10	Oct. 1	Sep. 14
Famous Players Canada	Q	.25	Sep. 7	Aug. 22
GPE	Q	.30	Sep. 15	Aug. 30
Hazeltine	Q	.20	Sep. 14	Aug. 31
Litton Industries	Stk.	2½%	Dec. 17	Dec. 3
Maxson Electronics	Q	.05	Aug. 31	Aug. 15
Minnesota Mining & Mfg.	Q	.20	Sep. 12	Aug. 24
TraVler	Stk.	5%	Sep. 28	Sep. 14
Wurlitzer	—	.20	Sep. 1	Aug. 15

Philco has been licensed by Fairchild Camera & Instrument to use latter's planar process in manufacture of semiconductor devices. Fairchild reported it will license other semiconductor manufacturers, is now negotiating agreements.

Ampex Sets Record Quarter: Peak sales and profits were posted by Ampex in fiscal-1963's first quarter ended July 31 (see financial table). Earnings multiplied more than 12-fold to $878,000 from $71,000 year-ago quarter. Sales jumped 24% to $21.5 million from $17.4 million.

Pres. William E. Roberts said incoming orders during quarter soared 52% to $26.3 million from $17.3 million in May-July 1961. Order backlog was at record $33.6 million. Roberts also noted that Ampex would spend more than $9 million this year on development and engineering, compared with $7.6 million in preceding fiscal year.

—■—

Reports & comments available: International Resistance, comment, Penington, Colket & Co., 70 Pine St., N.Y. 5 • Raytheon, comment, Sutro Bros. & Co., 120 Broadway, N.Y. 5 • Medallion Pictures, discussion, Hancock Securities, 79 Pine St., N.Y. 5 • Zenith, discussion, A. M. Kidder & Co., One Wall St., N.Y. 5 • Victorian Instruments, discussion, Bruns, Nordeman & Co., 52 Wall St., N. Y. 5.

Litton Industries split its common shares 2 for 1.

WEEKLY **Television Digest**

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The authoritative service for executives in all branches of the television arts & industries

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Broadcast

'INTERNATIONAL BROADCAST OFFICE,' proposed by Minow's asst. Tedson Meyers to oversee all aspects of broadcasting for overseas consumption, receiving favorable consideration on White House & State Dept. levels (p. 1).

ARMED FORCES TV SERVICE sets sights seaward, studying expansion of its land station network to fleet capital ships (p. 2).

HEW'S ETV SURVEY contains few surprises, NAEB study group recommending tripling of present ETV allocations to 1,197 (p. 3).

'MINORITY PROGRAMMING' eyed as possible key to uhf success. Spanish-language chain, with backing of Azcarraga, has access to huge output of Mexican network. New trend to bilingual TV, with radio providing simultaneous translation (p. 3).

'PRE-RELEASE' BUYING POLICY is now way of life in Canada for U.S. distributors who want to sell film shows there. Virtually all U.S.-made film series scheduled for fall in Canada will run several episodes ahead of U.S. network version (p. 4).

LIMITS ON COMMERCIALS should be considered by FCC if self-regulation fails, Minow says; expresses hope for exploration of easing multiple station ownership limits (p. 5).

Consumer Electronics

COLOR TUBE OUTPUT to begin soon at National Video; GE tube dept. starts production of Kimcode barefaced tube (p. 7).

UHF TUNER STANDARDS given to FCC by industry committee: maximum noise, 18 db; sensitivity limit, 8 db lower than vhf. Remote-control talk centers on continued use of uhf strips (p. 7).

COMPONENTS MAKERS NET BIG MIDYEAR GAINS: 19 representative firms produce combined first-half sales of $792 million—nearly $90 million ahead of year-ago's $702.2 million; profits rose $7.4 million to $31 million from $23.2 million in Jan.-June 1961 (p. 8).

FTC READIES NEW PRICE GUIDE: 1962 edition of 1958 "Guide To Deceptive Pricing" is in final preparation stages, likely will roll from presses this fall. It will add new clarification to pricing rules & restrictions (p. 10).

123 MILLION TRANSISTORS at midyear. EIA figures show that although first-half factory sales jumped more than 34 million units over Jan.-June 1961, dollar value declined some $6.9 million to $150.2 million from $157.1 million (p. 11).

GOVT. CONSIDERING 'INTERNATIONAL BROADCAST OFFICE': Now under careful study at White House & State Dept. is comprehensive proposal for govt. "Office of International Broadcasting" to coordinate & supervise all aspects of extensions of U.S. TV-radio to foreign countries. Understood to be receiving favorable reception from administration, proposal was submitted by FCC Chmn. Minow's administrative asst. Tedson J. Meyers, who presumably would run project if govt. buys it.

Proposal was submitted last May 24 B.T. (Before Telstar), but advent of satellite TV makes it even more timely. It was mentioned in these pages last month (Vol. 2:31 p1) and received headlines last week as result of leak to United Press International. News stories gave impression entire proposal was concerned with "program control" to make sure programs shown overseas conform with U.S. foreign policy.

Although relationship of programming & foreign policy received considerable treatment in Meyers' 20-page memo, it was far from only topic discussed. Meyers refused last week to elaborate on study or reveal contents, except to say he was "concerned lest [UPI report] give the impression that I have recommended a form of program control for international TV. . . . I have not recommended anything of the kind."

Study is not official FCC document, although Meyers said his boss, Chmn. Minow, knew he was preparing it. Here's digest of actual proposals made in Meyers' memo:

Now is time for administration to "exploit the potential power of international TV & radio broadcasting in our national interest." To implement this proposal, it was suggested that administration establish—within State Dept. or Executive Office of President (probably the former)—" a focal point" whose first job would be to "define goals to guide development of international radio & TV as effective goals of foreign policy."

Among "programs which can be undertaken immediately" by such an office, Meyers listed: (1) U.S. assistance in development of foreign broadcasting systems. (2) Mobilization of American broadcasting resources to serve U.S. assistance programs. (3) Encouraging private American investment in TV overseas. (4) Stimulating development of manufacturing & repair facilities overseas by U.S. TV-radio manufacturers. (5) Expanded research to develop low-cost TV transmitting & receiving equipment. (6) Assisting literacy campaigns overseas with help of U.S. educational broadcasters, universities & foundations. (7) Preparation for live & delayed international TV broadcasts. (8) Planning policies to assure entree for U.S. programming into foreign broadcasting systems. (9) Planning for use of foreign programming in U.S. (10) Stimulating production of programs which can best serve U.S. foreign policy objectives. (11) Development of licensing & operating regulations for U.S. international TV transmission and "foreign policy guidance" for those administering them. (12) "Resolving whether it is desirable to establish criteria for the content of American programming displayed overseas—and, if so, how such criteria should be determined & applied."

Meyers' proposal, certain to become highly controversial, points principally to need for over-all authority to guide U.S. use of TV in all its facets in worldwide battle for men's minds. He points out, for example, that long before Telstar it had been possible to link entire Western Hemisphere for live TV, and suggests that if this link already existed "its usefulness in helping to launch the Alliance for Progress would have been obvious."

NBC Chmn. Robert Sarnoff seemed to anticipate furor over some parts of Meyers' proposal when he made statement (in one of his periodic letters to TV-radio editors) last week before report leaked:

"The attention generated by Telstar has led to the suggestion that, in the interests of America's image before the world, the govt. should somehow sit in judgment over the programming that broadcasters may transmit overseas by satellite. . . . No attempt, however well-intentioned, to 'improve' America's image by govt. interference on programming could possibly gain advantages which would offset the damage done to that image by the very act of governmental tampering with free expression."

ARMED FORCES TV NETWORK SETS SIGHTS SEAWARD: Nine-year-old highly successful Armed Forces TV Service now has its eyes on the fleet, looking into possibilities of stations for Navy's capital ships.

Service now has some 38 TV stations serving more than 350,000 military personnel & dependents at remote & isolated posts around the world. Programs are the best, mostly kinescoped from U.S. networks. Its production budget would turn a commercial TV executive's hair white—$700,000 per year. On this it turns out 60 hours of programming weekly at its Los Angeles headquarters.

This is possible because of "remarkable" assistance & cooperation from networks, sponsors & entertainment unions, according to Lt. Col. Gordon Furbish, Deputy for Programs, Radio-TV Div., Directorate for Armed Forces Information & Education. Commercial network shows are kinescoped at Los Angeles, with all commercials deleted, unless they are part of background or program title.

Service has about reached saturation point in land troop installations, is working on setting up similar stations on some 25 major ships, such as aircraft carriers. Most large capital ships already have closed-circuit facilities aboard, simplifying problem immensely. Also being mulled, Furbish says, is possibility of small networking operations between groups of ships in convoys, etc.

Growing problem for AFTV stations in some areas is conflict with exported U.S. programs being shown on country's local stations, Furbish revealed. U.S. networks allow service to film & rebroadcast their shows without charge, only stipulation being that military will not use program if it is being telecast locally. With steadily increasing volume of U.S. program exports, this has caused some difficulties. Of weekly 60 hours of programs sent to the 2 AFTV outlets in Panama, for example, only about 45 can be used; the other 15 hours are shown on local TV. Service attempts to remedy this by sending alternate shows to these areas.

Service has another five stations on way, in Japan, Turkey, Pakistan, Aleutian Islands; no more are planned after this.

HEW'S ETV SURVEY CONTAINS FEW SURPRISES: Massive ETV study by National Assn. of Educational Bcstrs. for Health, Education & Welfare Dept.'s Office of Education was released last week. As expected, NAEB found large-scale deficit in channels for needs of ETV over next decade, called for allocation of 1,197 channels, 922 more than existing 275.

Other highlights of report, entitled *The Needs of Education for TV Channel Allocations:* (1) School systems report greater need for ETV than colleges & universities. (2) Primary ETV channel in communities, wherever possible, should be vhf. Explains report: "It is obviously futile to broadcast on frequencies (uhf) which cannot be received by the community." (3) FCC should by policy give education equal consideration with any other broadcasting service in contests for specific unreserved channels. (4) A primary ETV service covering wide area which can be received on area's sets is vital to nationwide system of instruction & education. This objective should guide FCC in revision of rules & reallocations of channels. (5) Because of shortage of channels, education must oppose plans to abandon any areas of vhf band. (6) Where feasible, ETV vhf "drop-ins" should be permitted.

Each community or educational complex using ETV systematically will need from 2 to 12 channels for simultaneous broadcasting, survey reports. Most of these will be uhf. Report also recommends additional study of special frequencies for airborne or satellite ETV broadcasting.

Volume is 181 pages, with numerous maps and proposed ETV allocations, available for $9.25 from Supt. of Documents, U.S. Govt. Printing Office, Washington 24.

TELECASTERS LOOK AT 'MINORITY PROGRAMMING': Many radio broadcasters discovered long ago that specialization is key to survival in AM's crowded spectrum. It hasn't really been necessary in TV up to now, but independents and prospective uhfers are beginning to look seriously at so-called "minority programming" to help them carve their niche in video without network affiliation.

First field being eyed seriously is foreign-language telecasting. Although some stations have been programming occasional foreign-language series as part of regular schedule, prospective telecasters in areas with large Spanish-speaking populations really pricked up their ears when the operator who probably owns interests in more TV stations than anyone else in world began sparking Spanish-speaking uhfs in continental U.S.

That man is Emilio Azcarraga, head of Mexico's big Telesistema, which has interests in vast majority of that country's 23 TV outlets. Azcarraga also owns 20% interest (maximum permissible by an alien) in Spanish International Bcstg. Co., operator of Spanish-speaking KWEX-TV (Ch. 41) San Antonio, holder of CP for now-building KMEX Los Angeles (Ch. 41) and applicant for N.Y.C. area's Ch. 37 (assigned to Paterson, N.J.).

Interestingly, Spanish International faces competition for N.Y. area uhf from another old hand at non-English broadcasting—Fortune Pope, whose foreign-language WHOM & WHOM-FM are fixtures on N.Y. Spanish-language radio scene. Headed by Rene Anselmo, Spanish International has access to vast output of Mexican TV, can become in some respects almost a U.S. extension of Telesistema Mexicano network.

Among other "minority interest" uhf projects are United Bcstg. Co.'s (Richard Eaton) proposed nucleus of little network catering to Negro population. His WOOK-TV (Ch. 14), now building in Washington, D.C., presumably is patterned after radio WOOK, also geared to Negro interests. He has CP for WTLF (Ch. 24) Baltimore, which plans similar programming.

Except for a few commercial independents which have taken on slight "cultural" tinge or "movie theater" image, there's little else in way of specialized programming at present. One proposal—by upcoming KAEI (Ch. 29) Dallas—ran afoul of FCC because it was too specialized. Station had proposed program aimed almost entirely at financial community—with stock-market quotations, etc. Commission requested more program balance. After proposed programming schedule had been amended, KAEI received CP, but authorization to start is now being held up because FCC says it didn't build in accordance with specifications of application.

You'll undoubtedly see plenty more applications for special-group programming on uhf band. Meanwhile, several TV stations have started experimenting with new technique—simultaneous translation of TV sound via radio.

In areas with large foreign-language populations, value of this system is obvious. Spanish-speaking

listener, for example, turns TV sound down, tunes to Spanish-language radio station for his audio. Even commercials can be integrated, with audio in English (TV) and Spanish (radio) accompanying same video picture.

In Miami, with large Cuban refugee population, WLBW-TV's 6:15 p.m. newscast is translated simultaneously on WMIE (Vol. 2:34 p6). Competitor WCKT announced, meanwhile, that its 6 & 11 p.m. newscasts will be translated simultaneously into Spanish by Miami radio WFAB.

Same technique has been tried with baseball telecasts, and may begin on large scale in N.Y. in Oct. WPIX there plans to telecast one-hour taped highlights of Puerto Rican League games played previous day, with commentary in English, while local radio outlet gives synchronized Spanish play-by-play. It's understood Schaefer beer is interested in sponsorship of both TV & radio versions of Oct.-Dec. series.

Interesting version of same technique will be tried by N.Y.'s new ETV station WNDT (Ch. 13) for benefit of that "minority" of metropolitan area's cultural leaders who don't speak French. Station plans to run Sept. 17 French-language show "A la Recherche d'Albert Camus," originally shown by Radiodiffusion-Television Francaise. For those dolts whose French is a little rusty, non-commercial WRVR (FM) will give simultaneous English translation.

CANADA'S HEADSTART ON U.S. FILMS: Virtually every U.S. film show due to be seen on either of Canada's TV networks this fall has been bought on a "pre-release" basis. Started by CBC-TV nearly 4 years ago as polite request, pre-release is now firm policy for CBC, CTV and many Canadian stations which buy filmed shows from U.S. sources only where Canadian showings will precede U.S. showings by a week or two, or more.

Main reason for policy is to avoid watering-down Canadian TV audiences in TV markets such as Toronto, Windsor, Montreal and Vancouver, which are also covered by U.S. stations. A CBC-TV official in Toronto put it this way: "Our pre-release policy on film shows provides a useful fringe benefit to sponsors as well as more flexibility in our programming."

Pre-release demand can be enforced by Canadian buyers, thanks to BBG rule which specifies 55% of Canadian network fare must be produced in Canada. This leaves American distributors, with bumper crop of film shows, scrambling for berths within only 45% of Canadian TV time. To some extent, pre-release applies to purchase of syndication film properties and feature films in border markets as well.

List of pre-released shows for 1962-63 season in Canada indicates importance of running headstart for Canadian networks & stations. Among CBC-purchased shows which will televise episodes prior to U.S. network telecast of same series are: *Walt Disney, Hazel, Danny Thomas, Car 54, Perry Mason, My 3 Sons, Ben Casey, Defenders, True, Empire* and *Beverly Hillbillies*. CTV's pre-release roster includes: *Sam Benedict, Eleventh Hour, Dr. Kildare* and *Stoney Burke*, plus local-market deals on such film series as *Gunsmoke* and *77 Sunset Strip*.

Promotional point is made by Canadian stations carrying such shows, with billboards, tune-in ads etc. featuring U.S.-produced film shows while pointing up themes of "See it first on . . . ." or "If you watched it on Buffalo TV, you missed it on. . . ." Same point is made to advertisers, although Canadian salesmen try not to point out that the pre-release situation may well produce a bonus audience in U.S. of people near border who like to peek at the last chapter of mystery novels.

U.S. film distributors don't seem alarmed by situation. "The fact that there are 2 Canadian networks now buying pre-released shows calls attention to it," said one export sales chief. "Hasn't hurt our U.S. ratings as far as we know," said another N.Y. film executive.

Push for televised Senate sessions came last week from Sen. Javits (R-N.Y.), who introduced resolution (S. Res. 378) for himself and Sen. Morse (D-Ore.), to amend Senate rules to permit TV or radio coverage "from time to time." Senate now allows coverage of committee hearings at discretion of chairmen; House has always excluded broadcasters completely. Javits resolution is unlikely to get anywhere this late in session, will undoubtedly be re-introduced in January. NAB Pres. LeRoy Collins lost no time in praising Javits and endorsing the legislation. Said Gov. Collins: "We at NAB are pleased to have such a staunch ally in our campaign to secure greater access for electronic journalism."

FCC Limits on Commercials? "Clear & certain limits" by FCC on number & length of commercials might be necessary if self-regulation doesn't work. So said FCC Chmn. Newton N. Minow in interview published by newsletter of National Audience Board.

"The time is past due to 'put up or shut up' on self-regulation," said Minow. "If the broadcasters are unable to achieve self-discipline, the Commission may have to adopt a rule on commercials which does apply to everyone." He suggested NAB Code provision as "guideline." As to commercial content, he said this was no business of FCC.

On other subjects, the chairman: (1) Foresaw need for 4th commercial TV network some time in future. (2) Predicted regular use of TV satellites for special events in late '60s. (3) Expressed hope "the Commission and the industry will explore" such subjects as possible easing of multiple station ownership limits "in the next few months."

■

Goldwater's Vast Wasteland: Comes now Sen. Barry Goldwater (R-Ariz.) with harsh words for everybody's favorite whipping-boy, U.S. TV. "It's barbaric," he told Greek-American dinner audience in Chicago last week. Goldwater used ancient Hellenic culture as standard for rating TV, said the old Greeks provided model against which to measure the theatre for all time. Castigating TV for its "meaningless violence and sex," he told group: "Your ancestors would look upon us with pity."

Limit children's TV viewing, former HEW Secretary Abraham Ribicoff urges in September *McCall's* **magazine** "Mothers and fathers who let their kids sit like vegetables in front of a TV set are doing a disservice to the children and themselves," he asserts. Ribicoff states that many parents, educators & public-spirited citizens are worried about quality of TV, are anxious to see more ETV development.

Newest tall-tower entry is WKRC-TV Cincinnati's 971-footer, claimed to be 4th largest self-supporting tower in world. Built at cost of $500,000, station reports structure will extend station coverage to additional 400,000 viewers in 1,650 sq. mile area. Tower is equipped with GE helical antenna, adapted by Taft Bcstg. engineering vp William Hansher.

Nearly 18% of U.S. TV homes have 2 or more sets, ARB reported last week on basis of 3-month multi-TV-home study. Breakdown shows more than 16% of homes have 2 sets and over 1% have 3 or more TVs. ARB also reported that more than 7% of all U.S. homes can now receive signals from uhf stations.

Sale of WTVW Evansville, Ind. by Ferris E. Traylor, Rex Schepp & Miklos Sperling to Producers Inc. for $514,-800 has been approved by FCC. Producers is owned 50% by Traylor family, 50% by Polaris Corp., real estate & equipment leasing company.

New Canadian starter, CFTK-TV Terrace, B. C., with satellite at Prince Rupert, B. C. will begin about Oct. 15. Station will be supplementary, non-connected affiliate of CBC English TV network's Pacific region.

Quick estimates of spot costs can be made with 31st edition of Katz Agency's *Spot Television Advertising Cost Summary.* Publication lists market-by-market rates for nighttime half-hours and 20-sec. announcements; daytime one-min. and 20-sec. spots; late night one-min. spots, on one-time, 6-plan & 12-plan basis. Copies are available to advertisers & agencies from Katz, 666 Fifth Ave., N.Y. 19.

Westinghouse Broadcasting's plan to finance Broadway plays and televise taped versions of them on opening night (Vol. 2:34 p1) ran into opposition—of the verbal type, at least—last week. Cross-section of Broadway producers & theater owners who would comment—including Billy Rose, Michael Myerberg & Cy Feuer—said they opposed plan. One report stated that WBC had offered to back forthcoming production by Fred Coe & Arthur Cantor —both of whom have extensive TV backgrounds—and was turned down. Pay-TV proponents generally scoffed at plan as unrealistic and no threat to them. Pres. Solomon Sagall of Teleglobe, for example, expressed doubt that showing of play on WBC's 5 outlets could offer enough financial incentive to producers.

Add broadcasters into CATV: Jefferson Standard Bcstg. (WBTV & WBT Charlotte, WBTW Florence), controlling stockholder in group that includes Communications System Corp. & Spencer Kennedy Labs, has proposed to underwrite Florence (N.C.) Cable Co. for $400,000 for system in Florence. System would include 50 miles of cable, later expanding to 75, bringing subscribers 7 commercial channels, S.C. ETV network, and 24-hr. time, weather, & temperature service. If approved by Florence City Council, system would go into operation by Dec. 1, charging $20 installation fee, $5 **monthly.**

Pa. CATV Assn. will install gratis master antenna TV reception system at Pa.-operated Polk State School & Hospital, Polk, Pa. CATV group made offer on learning that institution has never been able to use its 58 TV sets, bought by state in 1956, because $27,000 appropriation for installing master antenna system was never granted. Pa. CATV will furnish all material, equipment & labor for 3-channel b&w and color TV system.

New CATV system, now under construction, will serve Endicott & Union, N.Y. with signals from 3 stations in N.Y., 2 in Scranton-Wilkes-Barre, plus FM & background music. Tri-Town Video is owned by William Calsam group, operator of CATVs in Delhi, Oneonta, Norwich & Sidney, N.Y.

More than 30 CATV system officials have enrolled in NCTA's first annual management institute Aug. 26-29 at U. of Wisconsin, Madison.

"Evolution of FM Radio" highlights *Journal of Broadcasting* Summer issue. Other articles: "Research in Broadcasting," "Discharge of Station Employes," "Radio in Presidential Campaigns," "Law of Broadcasting," "Ecology of Broadcasters in the U.S." Quarterly is available for $6 per year from Assn. for Professional Bcstg. Education, 1771 N St., N.W., Washington 6.

Will balloons replace microwave towers? An Australian scientist, identified as Prof. V. Hopper, reportedly is experimenting with captive weather balloons for use as low-cost long-distance TV relays. He's quoted as saying experiments will take about year, and first lighter-than-air relay station could be established within 2 years.

License revocation of KPSR(FM) Palm Springs, Cal. for failure to have full-time licensed first-class operator, unauthorized transfers and misrepresentations to Commission (Vol. 2:27 p6), was finalized by FCC Aug. 20.

N.Y. area educational WNDT (Ch. 13) will have gala opening Sept. 16, with FCC Chmn. Newton N. Minow & USIA Dir. Edward R. Murrow as speakers.

Ziv-UA Inc. changes name to United Artists TV Inc. Sept. 1.

Personals

Armand Grant, ABC-TV dir. of daytime programming, becomes daytime programming vp, succeeding **Giraud Chester**, who has rejoined NBC-TV as program administration chief . . . **Grant Tinker** promoted to NBC West Coast program operations vp; **Edwin S. Friendly Jr.** moves up to special programs vp . . . **Sanford C. Cummings**, ABC vp & ABC-TV western div. program dir., resigns effective mid-September, will announce plans then.

John Porter, NBC national advertising & promotion dir., resigns, no future plans announced . . . **Robert T. Goldman**, ex-ABC-TV spot sales dept., promoted to asst. to pres., ABC-TV o-&-o stations.

John D. Scheuer Jr. promoted to Triangle Stations administrative executive, a new post; **Dick T. Hollands**, ex-NBC International, named Triangle Stations personnel mgr., also new position; **Martin Colby** promoted to eastern TV sales mgr., another new post; **Rex Morgan** promoted to WFIL-TV & WFIL Philadelphia special events dir.

Martin Weldon, Metropolitan Bcstg. news & special events dir., resigns to become N.Y. Democratic campaign dir. for TV, radio, advertising. He'll form new agency, Public Affairs Projects Inc., to handle assignment. **Paul Rust** promoted to Weldon post.

E. Jonny Graff, ex-NTA east coast sales vp, named Independent TV Corp. syndication sales vp . . . **Selwyn Ginsler**, ex-UA Canadian TV mgr., appointed Seven Arts Canadian sales dir., Toronto . . . **Arthur Price** promoted to exec. asst. to the president, General Artists TV dept., Beverly Hills, Cal. . . . **Richard E. Davis**, BBDO TV-radio copy supervisor, elected a vp.

G. O. Markuson, ex-Hearst Corp. exec. vp, named pres., Television City Inc. (WTAE) Pittsburgh . . . **Robert S. Buchanan** promoted to WJW-TV Cleveland gen. mgr., succeeding **Joseph Drilling**, resigned to become Crowell-Collier Bcstg. pres.; **Linton Wells**, prominent author & newsman, appointed Storer Washington correspondent . . . **Mark Woodlinger**, ex-WMBD-TV & WMBD Peoria, appointed vp-gen. mgr. of Grand Rapids-Kalamazoo Ch. 13, due on air Nov. 1.

Dan W. Shields, NAB special asst. for TV, resigns Sept. 17 to become exec. asst. to president **Clair McCollough**, Steinman Stations.

Tom Bostic, KIMA-TV & KIMA Yakima, Wash., elected to AP Radio-TV Assn. board; **Tom Eaton**, radio WTIC Hartford, Conn., **Robert E. Schmidt**, radio KAYS Hayes, Kan., **Dwight Martin**, WDSU-TV New Orleans, all re-elected to board.

Charles G. Pogan promoted to vp, Capital Cities Bcstg. . . . **John S. Kirk** promoted to sales mgr., WABC-TV N. Y. . . . **Don Menke** named mgr., WFBM-TV and WFBM Indianapolis.

Robert L. Owens, ex-mgr. of KXGO-TV Fargo, N. D., named to similar post with KXJB-TV Valley City, N. D. & radio KXGO Fargo . . . **Tom Parrington** promoted to asst. mgr., WKY-TV Oklahoma City.

Robert F. Fuzy, ex-educational WOSU-TV & WOSU Columbus, O. operations mgr., appointed gen. mgr. of educational KVCR-TV & KVCR-FM San Bernardino, Cal. and chmn. of San Bernardino Valley College telecommunications div. . . . **Duane Franceschi**, ex-educational WNED-TV Buffalo production mgr., appointed program mgr. of educational WFSU-TV Tallahassee.

W. Forrest Morrow promoted to WSJV-TV South Bend, Ind. operations mgr.; **James E. Blacklaw** moves up to production mgr. . . . **Bill Williams** promoted to program mgr., WNEP-TV Scranton-Wilkes-Barre; **Tom Bigler**, ex-WILK-TV Wilkes-Barre, Pa. program & news dir., appointed WNEP-TV news & public affairs dir.

Donald Scott Thomas, KTBC-TV & KTBC Austin, Tex. attorney, & board member, elected to American College of Trial Lawyers.

Network TV gross time billings totaled $63,722,372 in June, 12.2% above June 1961's $56,788,579, TvB reports. Billings for first half of 1962 were $387,722,615, up 11.6% over same period last year's $347,313,741. Jan.-June network billings: ABC-TV, $100,690,335, up 6.4% from 1961 period's $94,636,040; CBS-TV, $149,443,593, up 16.2% from $128,636,037; NBC-TV, $137,638,687, increase of 11% from $124,041,664. Daytime billings increased 15.4% in first 6 months this year, from $104,691,977 to $120,780,344. Nighttime rose 10%, $242,621,764 to $266,992,271. Spot billings in first half of 1962 totaled $371,531,000, up 19.1% from same 1961 period's $311,927,000.

New spot TV advertisers totaled 214 in 2nd quarter, TvB reports. Of last year's top 100 advertisers, 22 had 26 brands using spots for first time during quarter.

Trend toward color commercials gets big boost this fall with some of biggest advertisers planning to make their pitches in hue, as reported in *Advertising Age* survey. Ford Motor, reportedly envious of Chevrolet's color commercials on *Bonanza* and *Dinah Shore Show*, has switched its *Hazel* to color this season, with NBC picking up most of added tab. Other big sponsors moving to color are P. Lorillard's Kent & Newport cigarettes, American Tobacco, R. J. Reynolds, Liggett & Myers, Chrysler.

European TV will lag as long as it's under govt. control, according to pres. Charles R. Farran, Griswold-Eshleman Advertising. Recently returned from AFA-sponsored European tour, he told *N.Y. Herald Tribune* advertising columnist Joseph Kaselow that in Germany, where commercials are run in 3 or 4 5-min. bunches daily, there is 400% backlog of advertisers waiting to get on air. This, he pointed out, can be big plum for the politico who determines which shall be seen.

FCC granted extension for filing of comments in FM allocation proceeding, at request of NAB—until Oct. 1, replies Oct. 16.

North Dakota KX Network (KXJB-TV Valley City-Fargo, KXMB-TV Bismarck, KXAB-TV Aberdeen, KXMC-TV Minot, KDIX-TV Dickinson) names Young TV national rep.

Reservation of Ch. 44 Boston for ETV has been requested by WGBH Educational Foundation there.

Obituary

Kirkham Wright Torney, 53, Seven Arts station representatives sales dir., died Aug. 19 in Norwalk, Conn. Prior to joining Seven Arts, he operated Torney Bush retail TV chain in California, and was associated with MCA. His widow, 3 sons survive.

Ruth Warburton, ABC-TV on-the-air promotion supervisor until her retirement in July, 1961, died Aug. 18 at Lake Crystal, Mich., was buried there Aug. 20. Two sons survive.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

NATIONAL VIDEO TO COLOR, GE TO KIMCODE: Even in these pre-Labor Day dog days, there's plenty stirring in picture tube industry. More specifically—National Video soon will begin mass production of color tubes; GE's cathode ray tube dept. starts output of Kimcode tubes today (Aug. 27).

National Video, largest independent picture tube manufacturer, is expected to announce this week that it will begin production of color tubes shortly. At press time, start-up date and type of tube weren't known. However, it's understood National Video believes it will be 2nd manufacturer to make color tubes, which would make date some time before end of this year, since Sylvania & Rauland have both announced they'll be in color tube production early next year.

National Video has been working with Motorola in development of 23-in. rectangular shadow-mask color tube using b&w-type glass. Nevertheless, it would be surprising to see National Video start out production with anything but conventional 21-in. round type.

GE today becomes 2nd tube maker to go into production of Kimcode tube, which requires no external implosion glass. Company begins output for unnamed customer, which presumably will have barefaced-tube sets in its 23-in. line this fall.

National Video, first producer of Kimcode tubes, now is shipping about one truckload a day, will switch production soon to "Kimcode Phase 2," slightly lighter weight version with more desirable viewing area for easier masking (Vol. 2:30 p8), for which UL listing is expected momentarily.

Kimcode is available only in 23-in. size so far, but 19-in. version is due soon and Kimble Glass Co. is expected to sample tube makers with 16-in. bulbs in mid-September.

First set maker to use Kimcode, incidentally, is understood to be Curtis Mathes, believed to be switching entire 23-in line to new tube.

There's been no stampede to Kimcode so far, but set makers are expressing such great interest in it that there seems little doubt it will be standard fixture on TV scene. Process was developed by Kimble Glass Co., but it's not illogical assumption that there'll soon be Corning version of bulb for Kimcode process —although we don't think it'll be called "Corncode."

FCC GIVEN PROPOSED UHF TUNER STANDARDS: In harmonious meeting which lasted only one hour, industry ad hoc committee of TV receiver & tuner manufacturers turned over to FCC its proposals for minimum standards for receiver performance under all-channel set law.

Proposals were simple, involving only 2 figures to govern noise level & sensitivity. They're realistic "state-of-the-art" measurements, and vast majority of all-channel sets being made today would conform with them. Under aegis of EIA, ad hoc engineering committee headed by Philco's Harris O. Wood had previously gotten views of 21 TV set makers representing 97% of U.S. TV receiver production, as well as 7 tuner manufacturers (Vol. 2:33 p7).

Here are industry's 2 major proposals for uhf tuner specifications and how they were arrived at:

(1) Noise figure should be set at specific maximum of 18 db across entire uhf band. Survey of set maker engineers showed that average limits for all-channel sets currently in production was 16 db. Set makers chose 18-db maximum by 18-2 vote (2 abstentions).

(2) Sensitivity figure was set in terms of ratio to performance level of vhf tuner in same set. This was done because "over-all sensitivity is primarily dependent on additional IF amplification provided in the

receiver, generally in the vhf tuner." Engineers voted to set limit of uhf sensitivity at 8 db lower than vhf, by 13-2 vote. Limit of uhf sensitivity in present sets is about 6 db lower than vhf.

Industry recommended that FCC consider 2-year time limit (after U-day) on these standards. Reasoning was that "advances in the art, brought about by competition, will, during that time, obviate further necessity for this requirement."

Group made no recommendation on FCC's question of "ease of tuning," simply assuring FCC engineers that "push-button, as well as other means of tuning, has been, and will continue to be, actively pursued."

Subject of remote controls, strangely, took up 20 minutes of hour's FCC-industry discussion. Industry engineers said best method of extending wireless remote control to uhf at present time is by use of uhf turret-tuner strips, installed in addition to continuous uhf tuners. Would sensitivity & noise limit provisions apply also to uhf strips? Consensus at FCC was that legally they wouldn't—but that it would be difficult for manufacturer or installer to get away with noisy or insensitive uhf strip, because consumer could make direct comparison between reception of same uhf channel on strip & on continuous tuner in same set.

FCC personnel at meeting, headed by associate chief engineer Ralph J. Renton, praised industry for its "efficient & expeditious" response to Commission's request for recommendations.

Committee will return to FCC this week—Aug. 28—to file industry-wide cost of pushing "U-Day"—date of complete conversion to all-channel set production—to July 1963. Industry previously had recommended date of July 1964, is now being surveyed on added cost in scrapped tooling, etc., to achieve earlier date. Cost is expected to be prohibitive, presumably will be submitted to head off any protests that date has been set too far ahead.

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Commission is expected to give all-channel law implementation top priority when members return from vacation next week. Chief engineer's office hopes to have proposal ready for agenda by first fall Commission meeting Sept. 5. Next move would be notice of proposed rule making, setting forth suggested standards & U-Day, allowing 30 days for comments, 10 more days for counter-comments. Proposals could be finalized early in November—but there's many a slip, and realists at FCC are shooting for finalization early next year.

It's probable that no hearings will be held on proposals. Although some uhf telecasters may be dissatisfied with length of time before U-Day, they may well be quite hesitant to request hearings—knowing that this could be self-defeating by prolonging effectiveness of law even further.

COMPONENTS MAKERS NET BIG MIDYEAR GAINS: Accelerating their strong first-quarter comeback from dismal 1961 (Vol. 2:14 p9), representative components & tube makers gained momentum in 2nd quarter and closed out 1962's first half with impressive gains in sales & profits.

Combined sales of 19 firms shot nearly $90 million ahead of their Jan.-June 1961 volume. Their aggregate profits jumped $7.4 million. These gains compare impressively with those of our first-quarter analysis (Vol. 2:21 p9). At end of 1962's first 3 months, 20 components & tube makers were $59 million ahead of their Jan.-March 1961 sales pace. Their combined first-quarter profits were $2.9 million better than year ago.

Like their OEM customers (Vol. 2:34 p7), components & tube makers showed no signs of sales-profits slowdown as result of stock market slump & recession talk. Conversely, first-half trend indicates OEM's suppliers are headed for highly profitable year.

Many of 19 firms in our first-half analysis are major factors in military production of components & tubes. Some also make products other than tubes & components. However, they are representative of TV-radio components industry & clearly reflect sales & profit trends. Firms analyzed are CTS Corp., Clevite, Dynamics Corp. of America, Gabriel, General Bronze, Globe Union, Indiana General, International Resistance, P. R. Mallory, Muter, National Union, Oak Mfg., Sangamo Electric, Sonotone, Sprague Electric, Standard Kollsman, Texas Instruments, Thompson Ramo Wooldridge, Tung-Sol.

Combined first-half sales of these 19 representative components & tube makers rose to $791,950,358 from $702,168,498 in Jan.-June 1961. Their profits jumped to $30,574,336 from $23,160,340—after deducting

Sangamo Electric's first-half loss of $494,000 and $574,688 in losses registered by 2 manufacturers in the 1961 period. Sangamo's loss, it must be noted, followed "abnormal charges" of $833,000 occurring when Marion, Ill. plant was closed and its machinery & operations shifted to Pickens, S.C. In 2nd quarter, Sangamo earned $725,000, compared with $421,000 a year earlier.

Overwhelming majority of these 19 companies—15 out of 19—improved first-half sales over a year ago. Even more impressive, 16 of 19 earned more than they did in 1961's first half, and 18 operated in black. Two manufacturers with first-half losses a year ago rebounded into profit column: General Bronze, to $13,695 from loss of $393,738 & Sonotone, to $150,895 from $180,950 loss.

Record sales & profits were registered by Dynamics Corp. of America, International Resistance and Sprague Electric. Oak Mfg. & Clevite scored record sales. International Resistance also had record sales & earnings in 1962's first quarter, and Oak Mfg. had record first-quarter sales.

Most of 16 firms that bettered year-ago profit did it impressively. Thompson Ramo Wooldridge, for example, shot up to $6.4 million from $2.1 million. Muter rose to $142,977 from $41,003. Oak Mfg. more than tripled earnings to $620,568 from $187,520. National Union more than doubled profits to $545,801 from $231,-062. Other marked profit gains: Dynamics Corp. of America—to record $1.8 million from $881,840. Indiana General—$1.2 million from $770,604. CTS Corp.—$1 million from $745,055. Sprague Electric—record $3.3 million from $3 million.

Sales gains were no less impressive. Thompson Ramo Wooldridge climbed nearly $31 million to $231.6 million from $200.9 million. Dynamics Corp. of America jumped to record $37.8 million from $22.2 million. P. R. Mallory rose to $49.1 million from $41.4 million. Other notable gains: Muter—$8.1 million from $6.3 million. Globe Union—$31.9 million from $26.4 million. Indiana General—$14.1 million from $10.3 million. Oak Mfg.—record $15.8 million from $11 million. Tung Sol—$35.6 million from $31.4 million. CTS Corp.—$13.8 million from $9.6 million. Sprague Electric—$42.5 million from $37.1 million.

Sales & profit declines were registered by Standard Kollsman & Texas Instruments. Former's sales slipped to $46.2 million from $51.7 million. Profits dipped to $1.4 million from $1.6 million. Texas Instruments' sales lagged behind $119.7 million vs. $119.9 million, but profits tumbled to $4.8 million from $6.4 million in Jan.-June 1961. General Bronze also declined in sales—to $8.1 million from $9.6 million—but, as noted before, reversed 1961's first-half loss of $393,738 with a $13,695 profit. Sangamo Electric, which wound up in red vs. year-earlier's $811,000 profit, also showed first-half sales decline—to $24.4 million from $24.6 million.

Here's 1962-vs.-1961 first half performance of 19 representative components & tube manufacturers:

	Sales		Earnings	
	1962	1961	1962	1961
CTS Corp.	$ 13,763,321	$ 9,581,479	$ 1,034,820	$ 745,055
Clevite	53,555,494	46,700,745	3,879,108	2,423,739
Dynamics Corp. of America	37,782,572	22,226,614	1,752,354	881,840
Gabriel	16,788,085	15,459,250	693,762	345,142
General Bronze	8,071,763	9,567,702	13,695	(393,738)
Globe Union	31,881,107	26,390,545	1,232,132	865,695
Indiana General	14,068,216	10,250,925	1,188,052	770,604
International Resistance	14,286,212	10,946,738	1,165,873	929,468
P. R. Mallory	49,078,494	41,360,943	2,050,379	1,839,973
Muter	8,109,340	6,340,930	142,977	41,003
National Union	18,375,580	16,513,449	545,801	231,062
Oak Mfg.	15,769,956	11,009,138	620,568	187,520
Sangamo Electric	24,379,000	24,636,000	(494,000)	811,000
Sonotone	10,527,606	10,236,607	150,895	(180,950)
Sprague Electric	42,463,100	37,066,358	3,265,122	2,960,166
Standard Kollsman	46,157,144	51,745,707	1,420,497	1,615,967
Texas Instruments	119,736,000	119,860,000	4,784,000	6,374,000
Thompson Ramo Wooldridge	231,589,854	200,879,678	6,414,666	2,071,337
Tung Sol	35,567,514	31,395,690	713,635	641,457
TOTALS	$791,950,358	$702,168,498	$30,574,336	$23,160,340

FTC READIES NEW DECEPTIVE PRICING GUIDE: FTC is preparing to throw book at fictitious pricing practices. It's the 1962 edition of "Guide to Deceptive Pricing," last issued in 1958. Updated version is now at staff level, is slated for early submission to Commission, likely will start rolling off presses this fall.

New edition will add much information & clarity to pricing situation, although it will contain no rules per se that weren't in 1958 book, we were told. Recent litigations, coupled with new FTC decisions (Vol. 2:26 p14), have put new interpretations on old rules, shed light on previously little-known restrictions.

"Nooks & crannies in the pricing field never before litigated have become illuminated in light of recent FTC decisions and court cases," we were told. "The 1962 Guide will update all rulings and use many more examples than the 1958 version to elaborate on and to clarify pricing rules."

In view of current agitation, and widespread interest, in areas of pricing practices, FTC's 1962 Guide could be runaway best-seller. However, when approved, it will be available without charge. More than 200,000 copies of 1958 Guide were distributed by FTC. Noted one FTC staffer, regretfully: "If they'd let us put a sexy jacket on this book and a fair price, we'd all be rich in no time."

TV-RADIO PRODUCTION: EIA statistics for week ended Aug. 17 (33rd week of 1962):

	Aug. 11-17	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	107,160	129,822	142,040	3,984,632	3,599,022
Total radio	349,425	270,801	379,898	11,244,297	9,529,113
auto radio	120,123	131,299	124,867	4,047,001	3,016,005

TOPICS & TRENDS

Fourth great area of business for electronics in next decade will be production of power by direct conversion from light & heat energy, RCA Pres. Dr. Elmer W. Engstrom told Wescon banquet in Los Angeles last week. He compared its business potential with that of TV, radio & solid-state electronics, and urged electronics industry to make required investments in money & development to translate military breakthroughs in this field into industrial & commercial applications.

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Dismissal of misrepresentation charges against Jerrold Electronics in connection with its "TV Receptor" (Vol. 2:2 p9) was recommended by FTC hearing examiner in initial decision issued last week. Examiner Joseph W. Kaufman ruled that: (1) FTC complaint counsel relied on "scientific semantics plus a report of doubtful persuasiveness in proving misrepresentation," rather than testimony from consumers or experts; (2) there was no rebuttal to "voluminous proof" supplied by Jerrold; (3) there was no proof that Jerrold's claims were false; (4) Jerrold stopped making device 2 years before issuance of complaint, anyway —and "this type of product [designed to use house wiring as antenna] is dead due to the bad name created by the product" of another firm.

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New TV importer: Sharp Electronics Corp., 1270 Avenue of the Americas, N.Y. (Herman Marsen, national sales mgr.) will import Hayakawa TVs, radios, phonos, etc., under "Sharp" brandname. Now on display at Sharp showroom are battery-operated 8-in. TV designed to list at $229.95 and 16-in. portable with "introductory promotional" retail price of $129.95. Future plans include importing of 21-in. color set in January, with 19- & 23-in. lines to come later. Sharp is currently negotiating for distributors in principal U.S. areas.

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Add first-half financial reports: Muntz TV earnings more than doubled in 1962's first 6 months as sales took a healthy bounce. Although Muntz TV's fiscal year ends Aug. 31, Pres. Wallace A. Keil told us Jan.-June profits rose to $360,322 from $147,210 in 1961's Jan.-June period. Sales climbed to $5,890,703 from $4,560,273. With addition of Muntz TV's figures, our first-half analysis of TV set makers (Vol. 2:34 p7) now covers 12 firms. All netted substantial profit improvement over 1961's opening half. Only 2 of 12 failed to increase sales.

Pacific Mercury will begin color TV production next spring. Pres. Joe Benaron said Pacific Mercury will produce sets for Sears Roebuck under license from Warwick Mfg., which will design & engineer Sears' 1964 color TV line. Both Pacific Mercury and Warwick are affiliated with Sears. Warwick is currently producing Sears' entire color TV line, and will continue to make color sets for Sears.

Manufacturers' 1961 TV receiver shipments totaled 6 million sets valued at $805 million, Census Bureau reported. This was 6% gain over 1960's 5.6 million units & 4% ahead of 1960's $755 million value. Home radio shipments slipped to $172.7 million from 1960's $180.1 million; radio-phono combos increased to $128.7 million from $91.4 million, according to Census. Figures differ from EIA statistics, which give factory TV sales as 6,155,222 at $832 million, factory radio sales (excluding auto) as $209 million (Vol. 2:18 p7).

Trade Personals

Norman E. Galentine, ex-Philco Distributors, named mgr. of distributor operations, Sylvania Home Electronics Corp. . . . **Harold F. Rieth**, chief engineer of Packard Bell Home Products Div., named dir. of R&D; his department currently is developing "new wireless remote control concept, an indoor antenna for color TV and a remote uhf tuner."

Lord Nelson of Stafford named English Electric Co. chmn. & chief exec. officer, succeeding his father, the late Lord Nelson, who died last month; **G. A. Riddell & E. B. Banks** named joint managing dirs.

T. C. Wisenbaker retires from Raytheon after 19 years, succeeded as vp-gen. mgr. of Missile & Space Div. by **Lt. Gen. Donald N. Yates** (USAF, ret.).

William R. Simpson elected pres. of Lionel Corp. subsidiary Dale Electronics, succeeding **George Risk**, who continues as dir.

Rubie Saranik named selenium operations mgr., General Instrument's Rectifier Div . . . **Milton T. Fuglesang**, ex-Delmonico International, appointed Admiral room air conditioner sales mgr.

Doris Shaffner appointed NARDA membership dir., also assumes editorship of *NARDA News*, succeeding **Don Andreas**, resigned.

John P. Maguire Jr. elected General Dynamics secy., succeeding **Allen D. Marshall** who has been named pres. & chief exec. officer of United Student Aids Funds Inc.

Thomas P. Orso named controller, Adler Electronics.

Obituary

Donald A. Shaw, 62, RCA manufacturing & services divisions' senior counsel for personnel, died of a heart attack Aug. 16 while on business trip to RCA's Cherry Hill, N.J. facility. He lived in Newtonville, Mass., had been with RCA since 1951.

Raymond J. Ridge, 69, retired Westinghouse patent attorney, died Aug. 20 at Fitzgerald Mercy Hospital, Lansdowne, Pa.

Ravenswood Corp. has opened new hq. & production plant in Annapolis, Md., at McGuckian & Edgewood Sts. In addition to new 38,000-sq.-ft. Annapolis plant, Ravenswood has warehouse facilities at Hagerstown, Md.

Distributor Notes: Olympic appoints **Modern Wholesale Distributors**, Nashville. . . . **John W. Miller** appointed gen. sales mgr., Philco Distributors, Cleveland.

123 Million Transistors at Midyear: Transistor industry's price-profit decline is clearly evident in first-half results, released by EIA last week. Factory sales of transistors were up more than 34 million units over Jan.-June 1961—but dollar value declined by some $6.9 million. First-half unit sales climbed to 123,025,915 from 88,682,882; dollar value dropped to $150,237,229 from $157,120,149.

June factory transistor sales rose to 21,776,037 units valued at $26,374,356. However, although sales jumped nearly 4 million units, value inched ahead to only $26,374,-356 from $26,148,746 in June 1961. Here are EIA's figures:

	1962		1961	
	Units	Dollars	Units	Dollars
January	17,238,376	$ 21,459,598	12,183,931	$ 22,955,167
February	20,239,880	24,151,155	13,270,428	25,699,625
March	22,932,655	28,202,422	15,129,273	29,815,291
April	19,621,048	25,097,960	15,072,064	27,388,278
May	21,217,919	24,951,738	15,128,181	25,113,042
June	21,776,037	26,374,356	17,899,005	26,148,746
Totals	123,025,915	$150,237,229	88,682,882	$157,120,149

Out of frying pan dept.: June imports of Japanese transistor radios dropped to 728,751 from 768,544 in June 1961, after showing gains in previous months. However, imports from Hong Kong skyrocketed to 156,000 in 1962's first 4 months from less than 5,000 in Jan.-April 1961, and Aug. 23 *Wall St. Journal* notes "Hong Kong gains a bigger share of the market for transistor radios selling for less than $10." Transistor World, importer of Toshiba radios, reports sales down about 10% from a year ago.

Auto TV sets will be sold by car dealers throughout Japan through contract signed by Sony Corp. and Toyota Motors Sales Co., according to reports from Tokyo. Deal provides that Toyota dealers will sell Sony's transistorized 5-in. TV, which is designed for operation on 12-volt auto battery and has bracket for mounting on rear of car's front seat for viewing by back-seat passengers.

First annual Japan Electronics Show will be held Sept. 20-29 at Harumi Fair Grounds, Tokyo. Sponsored by EIA of Japan, it will feature exhibits by more than 200 Japanese manufacturers. Further information is available from EIAJ, Japan Trade Center, 389 Fifth Ave., N.Y. 16 (Murray Hill 3-6260).

End of an era: The 14-in. tube, long Japan's most popular TV size, is going out of production. Asahi Special Glass Co. has discontinued production of 14-in. bulbs, replaced by 16-in. square-cornered type.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Curtis Mathes	1962—year to May 31	$ 31,934,640	——	$ 2,512,340	——	——
	1961 [1]	——	——	——	——	——
Sangamo Electric	1962—6 mo. to June 30	24,379,000	$ (1,192,000)	(494,000) [2]	——	1,637,545
	1961—6 mo. to June 30	24,636,000	1,544,000	811,000	$0.50	1,634,123
Silicon Transistor	1962—qtr. to June 30	623,000	——	73,000 [3]	.15	516,250
	1961—qtr. to June 30	439,000	——	27,000	.05	516,250

Notes: [1] Not available because of change in accounting period. [2] After "abnormal charges" of $833,000 involved in closing Marion, Ill., plant & shifting machinery & operations to Pickens, S.C. facility. [3] Record.

Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
American Bosch Arma	Q	(omitted Aug. 22)		
Andrea Radio	Q	$0.12½	Sep. 15	Aug. 31
Globe-Union	Q	.30	Sep. 8	Aug. 31
Indiana General	Q	.20	Sep. 10	Aug. 27
Pathe Equipment	—	.05	Sep. 1	Aug. 15
Sprague Electric	Q	.30	Sep. 14	Aug. 28
Time Inc.	Q	.75	Sep. 10	Aug. 23
Zenith	Q	.20	Sep. 28	Sep. 7

■

Desilu stockholders voted down a cash dividend by 10-to-1 margin at annual meeting last week. Responding to shareholder disgruntled because Desilu has paid no quarterly cash dividend on common stock since Feb.-1961 payment, Pres. Desi Arnaz said company is reinvesting money, called for vote "to see if the stockholders want cash dividends." Administration & finance vp Edwin E. Holly told shareholders Desilu will show profit for first fiscal quarter ended July 31, compared with year-ago loss of $130,638. Arnaz said 1963 fiscal year will be "one of the best" in Desilu history, said 4 Desilu-owned TV shows will be on networks this fall, vs. only one a year ago.

Troubled 20th Century-Fox is setting its sights on TV as a way out of its financial difficulties. New Pres. Darryl F. Zanuck said after board meeting last week that he had asked directors for "full authority" to organize "complete TV dept." No field, he said, "presents a greater opportunity." 20th's first-half operating loss totaled $12,456,457 and Zanuck predicted full-year losses would be $25 million. Directors voted to omit dividends on common stock.

Electro-Science Investors will convert from electronics-oriented small business investment company to full-scale venture capital investment firm, following stockholder approval last week (Vol. 2:33 p10). They also approved doubling authorized common shares to 10 million, voted distribution to themselves of 5½%, 10-year debentures on basis of one debenture for each share held. Chmn. James J. Ling said principal amount of debentures probably would be valued at "$1 to $1.25 per share of ESI stock."

Globe-Union will split its capital stock 3 for 2 if stockholders approve at special Oct. 18 meeting. Directors also have indicated plans "to increase the dividends on the split shares by 10%, earnings commencing with the December dividend payment," reported Pres. C. O. Wanvig Jr. "It would result in a 22¢ quarterly payment on the new shares." Globe-Union also reported it will apply for listing on N.Y. Stock Exchange.

Storer Bcstg. anticipates record revenues & profit rise this year over $4,453,681 earned in 1961 on $31,160,-791 sales. "Business looks good for the rest of the year," reported exec. vp Stanton P. Kettler. "Ad budgets look as if they're going to be higher this fall, and we're expecting our proportionate share."

Japan Business Automation Co., formed to sell computers and lease computer time, has been founded by Tokyo Shibaura Electric Co. (Toshiba), Fuji Telecasting Co., Japan Engineering Consultant Corp. and Tosho Co. It's capitalized at about $139,000.

Reports & comments available: CBS, comment, H. Hentz & Co., 72 Wall St., N. Y. 5. **Vornado**, comments, Bioren & Co., 1508 Walnut St., Phila. 2, Pa. **Litton Industries**, discussion, Gruntal & Co., 25 Broad St., N. Y. 4. **International Resistance** and **AT&T**, analysis, Orvis Brothers & Co., 15 Broad St., N.Y. 5. **A. C. Nielsen**, discussion, Loewi & Co., 225 E. Mason St., Milwaukee 2. **GT&E**, review, Walston & Co., 120 Broadway, N.Y. 5.

Mergers & acquisitions: Silicon Transistor has purchased for about $500,000 in cash & stock **Secoa Electronics**, Westbury, L. I. **Hewlett-Packard** will acquire for stock, if boards of both companies agree, **Neely Enterprises**, North Hollywood, Cal. electronic sales rep. firm.

Philco filed charges with American Arbitration Assn. last week against 2 IUE locals involved in recent 3-day work stoppage at its 6 Philadelphia-area plants (Vol. 2:34 p11). Philco asked AAA for damages, charged IUE locals with supporting stoppage in violation of their no-strike contracts.

Olympic has introduced 8-transistor AM portable radio at open list. Unit features heavy-duty speaker, 5-inch ferrite antenna. AC adapter, available at extra cost, converts set for playing on house current, also is used for recharging batteries.

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WEEKLY **Television Digest**

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The authoritative service for executives in all branches of the television arts & industries

SUMMARY-INDEX OF WEEK'S NEWS

Broadcast

NEW FCC NOMINEE—OUT OF THE BLUE comes E. William Henry, little-known Memphis attorney to replace Cross (p. 1).

1964 U-DAY STILL IN WORKS for all-channel sets after FCC-EIA meeting. Set makers report that year-earlier "crash program" would cost up to $4.5 million each (p. 2).

MEYERS MEMO INJURED, MAY FADE OUT. White House says proposal for State Dept. "Office of International Broadcasting" has "absolutely no standing in the govt." Non-controversial aspects may be kept alive (p. 2).

ETV'S SUCCESS STORY—POOR BUT POPULAR: "Solid and significant impact" has been made on country by ETV development but more money is needed, new study reports (p. 3).

SRA ON TRAIL OF CBS INCENTIVE PLAN, tells FCC restrictive facets remain despite contract amendments (p. 3).

JET-AGE COMMUTER is fate of TV commercial producer who works in Hollywood and does most of his business in N.Y. New breed is typified by film maker Jerry Schnitzer, who expounds on new trends in TV commercials likely to be seen this fall (p. 5).

Consumer Electronics

163 STATIONS IN FM STEREO in U.S. & Canada, latest Television Digest survey reveals. Manufacturers report sales good, anticipate big Christmas season with widespread promotion expected to give added boost. List of latest starters (p. 7).

KIMCODE & KIMCOLOR: Big switchover to Kimcode tube concept seen next year. Set-makers excited about color possibilities (p. 8).

TEXAN WHO 'THINKS SMALL.' Curtis Mathes Mfg. Co. specializes in segments of TV-stereo market big manufacturers can't afford. Family-run firm employs 2,000, sticks to 'splinter market' (p. 8).

BUY-A-TV PROMOTION, special "TV Set Buyers' Guide," goes this week to 8 million TV Guide readers, announcing formal debut of 1963 sets (p. 9).

TOPICS & TRENDS: Army boosts micromodule program; build-it-yourself color TV kits on market (p. 10).

DEPT. STORES DO WELL with TV-radio-phono, NRMA survey shows, with both sales & profits increasing in consumer electronics depts. (p. 11).

NEW FCC NOMINEE—OUT OF THE BLUE: E. (for Emil) William Henry, President Kennedy's nominee to replace FCC Comr. Cross, is certainly the surprise that many industry guessers expected. Though not well known, he's not inconspicuous.

A 32-year-old Memphis lawyer, from firm of Chandler, Manire & Chandler, he came to President's attention through brother Bobby Kennedy, having worked for latter in 1960 campaign in nationalities div. of Democratic National Committee.

People who know him describe him as "liberal," "extremely liberal" or "radical"—apparently depending on their views of integration, for which he's an advocate.

Henry is from well-to-do family, married girl of similar background. He's described as "a very successful lawyer in a very prominent law firm," is said to enjoy fine relationships with conservative clients despite his liberal political beliefs. An attorney who knows him said: "He'll be an aggressive, competent commissioner. I'd expect him to respect property rights and very actively pursue the public interest."

Reached last week in Memphis, he told us: "I have no strong views about TV & radio, because of my lack of close familiarity with them. Like most people, I guess, I believe broadcasting can be improved. Am I

a 'liberal'? I'm a liberal Southerner; that's for sure. Taking the country as a whole, I'd describe myself as a 'Kennedy Democrat.' "

As for Congressional support of his nomination: "I've had a telegram of support from Sen. Kefauver. I believe Sen. Gore will endorse me. I believe Rep. Davis won't oppose me." He said he had never met FCC Chmn. Minow, had spoken to him on phone for first time shortly after announcement of nomination.

Known to friends as "Bill," Henry is Memphis native, 1951 Yale graduate, served 3 years in Navy (Lt. j.g.), received Vanderbilt U. law degree in 1957. He's married, has daughters Elizabeth, 5, & Sherrye, 3, and son E. William Jr., one. He's Episcopalian. "I have no specific hobbies," he said, "because I have no particular talent—but I play tennis, like duck-hunting & fishing."

Assuming Senate confirms him after Commerce Committee hearing, he takes over for 7-year term, replacing Cross who had continued serving since his term expired June 30.

Speculation persists, of course, as to next FCC vacancy, also a Democratic one. Comr. T. A. M. Craven's term expires next June 30. However, he could retire—or President could retire him—when he reaches 70 in January. Also, President could make him a top official of new Communications Satellite Corp., a possibility first mentioned in June (Vol. 2:24 p1).

Maybe this opens door for Sen. Magnuson's protege Kenneth Cox, chief of FCC's Broadcast Bureau. But—to indulge in an understatement—some of Kennedy's appointments are unexpected. Cross reports that his plans are unsettled, that he is not now scheduled for another position in govt.

1964 U-DAY DATE STILL IN WORKS: There'll be no "crash program" to advance set manufacturers' U-Day by one year—to require all receivers be all-channel by July 1963 instead of July 1964 as sought by manufacturers (Vol. 2:32 p2, et seq.).

In meeting with FCC staff last week, EIA representatives submitted estimates of extra cost of such a crash program. They ranged up to $4.5 million per receiver maker, and an FCC spokesman assured us he couldn't visualize Commission imposing such burden.

"In addition," he said, "we want the industry to have the extra year for research. It needs it and wants it—for push-buttons, antennas, oscillators, and so forth." Question of built-in antennas arose during meeting, and EIA spokesmen told Commission that competition would see to it that uhf antennas would be built in and, furthermore, cost is relatively slight.

Industry's recommendations on noise & sensitivity for uhf (Vol. 2:35 p7) seem to satisfy Commission engineers quite well, thus foreshadowing FCC acceptance.

A new angle has developed in calculating U-Day. Although industry's recommendations had centered around July 1964 as date after which no vhf-only sets could be shipped in interstate commerce, EIA last week informed FCC staff that better language might be to ban interstate shipment of vhf-only receivers "manufactured" after, say, March or April 1964. EIA representatives said such wording wouldn't change manufacturers' plans but would be of great help to distributors & dealers who might have to warehouse sets for some months before shipping them across state lines. Commission undoubtedly will go along with this, too.

FCC target for new rules still runs as before: start rule-making in Sept., issue final rules by end of year—effective in 1964.

FCC conferees were pleased by industry reports of stepped-up all-channel production already underway. They were told that such receivers in 1963 may well run 20-25% of total.

MEYERS MEMO INJURED, MAY FADE OUT: Not yet dead—but badly wounded. That's status of an "Office of International Broadcasting" in State Dept. This was proposal by Tedson J. Meyers, FCC Chmn. Minow's administrative asst., which had been under study by Administration before word of its existence became public (Vol. 2:35 p1).

Rep. Bass (R-N.H.) led attack on Meyers memo, asserting that latter proposed govt. control of programs sent overseas—something Meyers vigorously denied. Bass demanded White House assurances, then reported

he had received word that "document has no standing in the govt." and that "no agency is being contemplated that would supervise programs being transmitted overseas." This disclaimer would appear still to leave way for other facets of Meyers' ideas "to exploit the power of international TV & radio broadcasting in our national interest." However, White House News Secy. Pierre Salinger later announced that memo "has absolutely no standing in the govt." and had been submitted by Meyers "as a citizen," not a govt. official, leading some to conclude that whole project is kaput. But there's still substantial belief that non-controversial aspects of recommendations will get favorable consideration. Meanwhile, Meyers left office end of week, is now on leave. He had been working on world-TV project, exclusively, for several months. Project was his own, not endorsed by FCC.

ETV'S SUCCESS STORY—POOR BUT POPULAR: After 9 years in operation, nation's educational TV stations have made "solid and significant impact"—but, not surprisingly, they need more money. So reports Stanford University's Institute for Communication Research in report on just-completed 2-year audience survey. Study was conducted by Institute Dir. Wilbur Schramm, research associate Jack Lyle, 5 other staffers. Copies available from NET, 10 Columbus Circle, N.Y. 19.

Institute studied 8 "representative" ETV outlets, came up with: (1) ETV supplies part of education for almost 3 million students and attracts 10-24% of adult viewers in every community where it's available. (2) ETViewers are close to broadcaster's "dream" audience—above average education, more articulate, better informed, etc. (3) ETV watchers aren't heavy users of TV in general, and usually watch in family groups. (4) ETV needs more money.

Audiences are loyal, but interest won't continue indefinitely unless stations improve—equipment, talent and programming—report relates, and chief problem is money. Researchers say ETV will have to provide own talent, as movies and TV have done, although with enough funds, it could get services of people in commercial TV and other media.

SRA ON TRAIL OF CBS INCENTIVE PLAN: CBS-TV incentive compensation plan for affiliates, which has been under FCC fire (Vol. 2:33 p2), received broadside last week from Station Representatives Assn. which has long & persistently sought to wean affiliate hours away from networks.

In letter filed with FCC, SRA insisted that CBS still hasn't eliminated features of plan which Commission has asserted are illegal. Though CBS amended plan so as not to reduce rate of compensation to an affiliate which substitutes another network's programs for CBS offerings, SRA asserted that affiliate will be penalized because other networks are likely to pay less than the 30%-rate CBS assumes they will. SRA claimed that other networks may be expected to adopt CBS-type plan which would give affiliates less than 30% for such substituted programs.

SRA offered several examples wherein, it claimed, affiliates' pocketbooks and service would be damaged if they want to substitute for CBS programs. "Suppose," it said, "the station has an opportunity to broadcast a series of local programs of outstanding significance. However, the program costs are quite extensive and are beyond the financial capacity of the station. The station has sponsors who are willing to underwrite the costs of the program in whole or in part. Under the CBS plan, the station can substitute this superior local program for a CBS commercial program only if it is able & willing to carry the program on a sustaining basis. If the station receives the slightest financial assistance from a sponsor, it must be prepared to be heavily penalized by CBS by suffering a reduction in revenue with respect to other CBS programs broadcast by the station."

As for option time, SRA said: "CBS has very effectively found a way of extending its option power to all hours of the day, specified or unspecified, option or non-option. No wonder it brought forth its new plan at a time when it had become clear to it that the old option time system was likely to be abolished by govt. action."

Conclusion: "The objective and design of the CBS plan are all too clear. It is to tie affiliates to CBS and to severely limit the ability of competitors to furnish programs to CBS affiliates." FCC is scheduled to take subject up shortly after it returns from August hiatus this week.

CURRENT CAPSULES

Initial appropriation of $4,750,000 for ETV grants was requested by Health Education & Welfare Dept. last week at closed session of House Deficiencies Appropriations Subcommittee. HEW also asked for $239,000 for administrative expenses. Remainder of the $32 million authorization will be sought over next 4 fiscal years. Request now must go to full Committee, then to House. Subcommittee staffer explained it wouldn't get to House before next week at earliest.

In effort to anticipate questions likely to arise by applicants for grants when funds become available, Dean W. Coston, HEW Deputy Asst. to the Secretary (ETV), has prepared 4-page interpretation of the federal program; it's being distributed by National Assn. of Educational Bcstrs. He points out that rules, application forms, informational brochures, etc., probably will be issued by early fall, with applications accepted shortly thereafter as funds become available. Many specifics, such as what types of projects & equipment will be eligible for support, cannot be fully answered yet, he says. Coston issued warning to applicants not to purchase any equipment until projects are approved by HEW. Should Dept. disapprove project, he notes, applicant would be stuck for full cost. If however, urgency requires acquisition of equipment before final project approval, he suggests applicant have provision inserted in contract that he will not be obligated to make purchase if application is disapproved. Copies available from NAEB, DuPont Circle Bldg., Washington 6.

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"Errors of fact and uninformed conclusions" seriously weakened recent study of Kennedy-Nixon TV debates published by Center for the Study of Democratic Institutions, CBS Pres. Frank Stanton told meeting of American Society of Journalism School Administrators in Chapel Hill, N.C. Pamphlet's statements that one-third of audience turned off debates, that debates drained attention from other elections, were called false by Stanton. He also strongly disputed proposal that broadcasters be required by law to give time for election debates, said industry needs freedom to cover campaigns "as they deserve to be covered." He again urged complete elimination of existing equal-time restrictions, which, he said, still prevent broadcasters "from doing what we were able to do in the presidential campaign two years ago."

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New Internal Revenue Service ruling issued last week requiring payment of taxes at ordinary rather than capital gains rates on sale of TV films, tapes, and certain motion pictures, apparently is eliciting little concern from TV film-makers. Ruling declares, in effect, that profits from sale of films and tapes made primarily for showing on TV are taxable at ordinary rates (52% for corporations), rather than capital gain rates (maximum of 25%). One large telefilm producer we queried said his firm always has paid ordinary rates; others noted they had heard of new ruling but weren't too interested in it. An IRS spokesman pointed out that most big film producers probably wouldn't be affected by ruling, since they've been paying regular rates all along. Rather, he said, ruling would act as clarification for smaller firms who may have been paying only capital gains tax on their sales of filmed series.

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Communications satellite bill was signed into law Aug. 31 by President Kennedy, who said "no single company or group" would dominate new corporation. At White House bill-signing ceremony, he declared satellite system will provide better and less expensive world-wide communications. Bill had finally been passed by House Aug. 27 by 371-10 vote, despite blocking attempts by small band of liberals charging "give-away." Meanwhile, Telstar on Aug. 29 transmitted first sports program to Europe. Show was produced by ABC-TV for BBC, videotaped in London, shown same evening. In another in long line of firsts, Telstar was used to synchronize clocks in U.S. & England.

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TV-type FM allocations, based on minimum separations, "will stifle the growth of FM and will severely restrict the latitude of development of existing stations," according to Assn. of Federal Communication Consulting Engineers. Allocation by protected-contour is the only practical & effective method, AFCCE said, asking Commission to hold up effective date (Sept. 10) of new rules and to reconsider its decision. According to new rules, for example, AFCCE said, 86.4% of Class B stations in Zone I now have sub-standard spacings. Copies of 42-page engineering analysis & argument available from Walter L. Davis, Chmn., Rules & Standards Committee, Munsey Bldg., Washington.

In addition to expanding uhf allocation plan to "load up" channels—increasing assignments from 1,550 to about 3,500 (Vol. 2:33 p4)—FCC is considering changing rules to allow application for a channel within about 40 miles of its assignment. Currently, application must be for location within 15 miles of assignment; if applicant wants station beyond 15 miles, he must petition FCC for tedious rule-making to get channel re-assigned. New procedure would eliminate many of these delays. Of course, applicant would still have to complete with all mileage minimums—co- & adjacent-channel, etc.

JET-AGE TV COMMUTER: A TV film commercial producer who likes to work in Hollywood must be prepared to live the life of a jet-age commuter, hopping back and forth between both coasts to the point where he becomes the darling of airline credit officials, and logs as many air hours as some pilots.

Such a jet-propelled traveler is Gerald "Jerry" Schnitzer, a veteran producer in the commercial field, who averages 3 or 4 round trips monthly between Hollywood (where he maintains a film studio base at KTTV) and N.Y. (where 70% of his business stems). Last week, Schnitzer sounded off to us in N.Y. on some of the key fall trends he sees in TV commercials:

Look-alike selling: "The leading auto accounts and gasolines are finding out that cars and gas pumps look pretty much alike in TV commercials. What makes the difference, and an effective commercial, is the emotional response of the audience. You achieve this the hard way, by scrapping a lot of out-dated movie ideas and calling in a creative film producer in the concept stage."

Common commercial faults: "I can see 'fatigue factors' at work in some TV commercials. It shows up in sloppy acting and cutting, heavy-handed music tracks and superfluous narration. Not enough producers and agencies are going for actors with dimensional faces—that is, actors who look like people rather than actors in commercials."

New trends in commercials: "There's a trend away from opticals such as dissolves in commercials, since they reduce definition by calling for extra film 'generations' to create the opticals, and make the pace sag. There's more freedom for outstanding music arrangers, like Marc Brown and Andre Previn, to do new things and try out experimental musical ideas. There's more and better humor in commercials, although it takes a sense of rhythm and style to do it well. Above all, there's more of a trend toward agencies buying a producer because he is a creative guy, not because he has a formula."

Tape-vs.-Film: "I've worked with tape and I've worked with film. Tape has certain advantages of speed and economy, and you can see your results quickly in a tape commercial. But there is a certain clumsiness with tape. You can't set character quickly; you have to build up to it, as in a theater. You can't get 'rhythm cutting' with tape, and you can't work frame by frame in editing. Tape is better than film for certain tabletop stuff such as food photography. You don't need as much light in such setups as you do for film, and product appearance is more natural. I prefer film."

Hollywood-vs.-N.Y.: "I've made commercials in both production centers. Personally, I like to work in Hollywood, because I think there's a greater depth of film talent there and a growing number of New York-oriented creative people. I know that Hollywood is accused of 'factory production.' Well, there is New York factory-type production of commercials, too. Now that commercial budgets are large, commercials in Hollywood are no longer shot at the end of the day by a bunch of tired guys. They're done with loving care."

Schnitzer, who has won a number of TV awards for his commercials, was until fairly recently associated with N.Y. producer Robert Lawrence. Now, he heads his own commercial shop, and is happy about his firm's business prospects. Among recently completed Schnitzer jobs are commercials for 1963 Chevrolets, Gallo Wine, Del Monte Ketchup, Kaiser Aluminum, Sun-Ray DX and Signal Oil, Santa Fe Cigars and Pacific Gas & Electric Co. "I like being a commercial producer," Schnitzer told us. "I don't want to produce a TV series and I have no burning ego to become a feature producer. I just want to make good commercials."

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Access of TV-radio to public proceedings—executive, legislative & judicial—receives airing in 2 sessions this week: (1) Over WMAL-TV Washington Sept. 5, 7:30 p.m., by FCC Comr. Fred Ford, NAB Chief Counsel Douglas Anello, TV-radio attorney Harry Plotkin. (2) Before Federal Bar Assn. Sept. 6, 2:30 p.m., Statler Hotel, Washington, by Sen. Kefauver (D-Tenn.), Cowles Newspapers' Clark Mollenhoff, CBS News Pres. Richard Salant, FCC General Counsel Max Paglin, Plotkin.

President Kennedy's TV popularity continues strong, according to *Television Age*. Pulse survey made for *Age* reported 91% of 500 viewers questioned favor continuation of televised news conferences. Of those polled, 25% reported they liked President more after watching conference, 4.8% liked him less, 70.2% had same opinion. Also, 66.2% found him easier to understand on TV than former President Eisenhower, 5% thought him more difficult to comprehend, 29% found no difference.

"Social science fiction" research in TV-radio is needed to complement science fiction writers in predicting world of future, according to NAB research vp Melvin A. Goldberg. He told American Sociological Convention in Washington, a "codification of ignorance" cataloging areas of knowledge which should be studied, such as leisure time, taste, moral values, education & entertainment, is needed by communications industry.

NAB Pres. LeRoy Collins dismissed another rumor last week—speculation in *Tampa Tribune* that he's interested in running for Fla. governorship again. "I have no plans to re-enter the political arena," he said. "I'm wholly devoted to the job here. There's no change in my situation."

Title of new book on TV is self-explanatory review: *The Great Time-Killer* (World Publishing, Cleveland, 352 pp., $4.95) by off-on TV writer Harold Mehling.

Personals

Joseph L. Merkle promoted to ABC-TV station relations administration mgr., **Charles Leasure** to station relations regional mgr. . . . **Richard B. Barnhill** advanced to WNBC-TV N.Y. production & operations mgr., **Len Weinles** to exec. producer, public affairs, a new post . . . **Alan R. Morris** moves up to ABC-TV program business affairs asst. dir.

Lawrence K. Grossman, ex-CBS-TV advertising & sales promotion asst. administrative dir. & asst. copy chief, appointed NBC national advertising & promotion dir. . . . **Francis X. Zuzulo**, ex-Robert K. Richards PR N.Y. mgr., appointed MBS PR dir.

Harry R. Olsson Jr., ex-NBC senior attorney, appointed AB-PT gen. attorney . . . **Ben Brady**, former TV producer-director, appointed executive in charge of programming, ABC-TV Western div., will be named a vp.

Harvey Jacobs promoted to ABC International TV advertising, sales promotion & PR mgr. . . . **Eugene Pleshette**, Brooklyn Paramount Theatre managing dir., appointed ABC Merchandising Inc. vp.

Albert S. Burchard promoted to NBC News San Francisco mgr. . . . **William P. Andrews** named Warner Bros. TV Western District sales mgr.

Malvin R. Goode, ex-Pittsburgh TV-radio reporter and newspaperman, appointed to ABC-TV News UN staff, first Negro to join a TV network news dept.; **Ena Hartman**, Negro fashion model, has signed long-term TV talent contract with NBC, first Negro to receive one.

Paul M. Segal, veteran Washington TV-radio attorney, retires; **Bernhard G. Bechhoefer** is new partner of firm, renamed Scharfeld, Bechhoefer, Baron & Stambler, which has moved to 5th Floor, 1710 H St., N.W., Washington 6. Phone: 298-6030.

Zalmon H. Garfield, asst. to Jerrold Electronics pres., resigns to establish business management consulting service specializing in CATV & pay-TV, with Jerrold as one of first clients.

George U. Lyons, ex-Storer TV Sales midwestern sales mgr., named WJW-TV Cleveland gen. sales mgr. . . . **Caryl Coleman**, TV-radio writer-producer, named KPIX San Francisco public affairs dir. . . . **Ronald L. Sack**, ex-radio WLS Chicago promotion mgr., appointed ABC Radio o-&-o publicity & promotion mgr.

E. R. Vadeboncoeur, WSYR-TV-AM-FM Syracuse pres., named Educational TV Council of Onondaga County, N.Y. trustee . . . **L. Walton Smith**, ex-WROC-TV Rochester PR dir., appointed promotion & PR mgr., new WOKR there.

Benjamin B. McLaughlin, ex-KETV Omaha sales mgr., appointed Broadcast Time Sales vp, N.Y. . . . **Jack Trustman**, ex-Detroit ad agency operator, named KOLD-TV Tucson promotion mgr.

Rod Gibson, ex-WSTV-TV Steubenville, O. national sales mgr., named to similar post with Patterson stations (KICU-TV Visalia, Cal., radios KSAN San Francisco & KBIF Fresno).

Walter J. Rothschild, KHQA-TV Hannibal, Mo. & radio WTAD Quincy, Ill. mgr., elected pres. & gen. mgr. of parent Lee Bcstg. Inc. and all other Lee broadcasting interests; **Herber H. Ohrt**, pres. of KEYC-Lee TV (KEYC-TV Mankato, Minn.) and Forward TV Inc. (WMTV Madison), vp of Lee Radio (KGLO-TV-AM-FM Mason City), and exec. vp, Lee Bcstg. Inc. (KHQA-TV & WTAD), resigns for personal reasons, no plans announced; **Merritt Milligan** promoted to WMTV vp & station mgr., **Robert K. Baumgartner** to KEYC-TV vp & mgr., **Henry B. Hook**, Lee Radio vp, elected to KEYC-Lee TV & Forward TV boards.

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Billions in local advertising billings are going begging, according to TvB pres. Norman E. Cash. Guesting for vacationing advertising columnist Joseph Kaselow in Aug. 30 *N.Y. Herald Tribune*, he claims there are $3 billion in potential TV billings on loose "and nobody seems to care." Department stores and other merchants with no agency ties constitute bulk of this, he says. While national advertising doubled from 1951-61, Cash points out, local billings rose by only 69%.

Spot TV billings totaled $189,433,000 in 2nd quarter 1962, 17% ahead of 2nd quarter 1961's $160,599,000, TvB reports. Largest increases in product classifications were in automotive products, whose billings rose 63% from $4,555,000 to $7,427,000. Heaviest advertisers during quarter were food & grocery products, $48,569,000, up 9.4% from 1961's $44,392,000. TV, radio, phonograph & musical instruments firms were smallest spenders, with billings of $43,000, up 19.4% from last year's $36,000.

Appeal against FCC decision to reassign WTEV (Ch. 6) from New Bedford, Mass. to location near Tiverton, R.I. to serve Providence (Vol. 2:31 p6), was filed in Washington, D.C. Court of Appeals by Rhode Island TV Corp. and owner Robert A. Riesman, Ch. 6 applicant. They charged Commission granted WTEV permission to move without rule-making or hearings, while dismissing Rhode Island TV's application for Tiverton without comparative hearing.

RKO-General's 12½% of KWTV Oklahoma City will be disposed of soon, RKO told FCC last week, asking Commission to deny Philco request that hearing on RKO-NBC Boston-Philadelphia swap (Vol. 2:34 p5) explore whether RKO violates multiple-ownership rules. RKO said it would be happy to accept approval of swap conditioned on its sale of KWTV interest.

NBC seeks "KNBC" call letters for its KRCA (Ch. 4) Los Angeles, changing its radio KNBC & KNBC-FM San Francisco to KNBR & KNBR-FM, in petition filed with FCC. Earlier, it had asked for waiver of "no-more-3-letter-calls" rule to change the San Francisco outlets back to their old KPO designation—but it rescinded that request and substituted the KNBR petition.

The 971-ft. tower of WKRC-TV Cincinnati, said to be 4th tallest self-supporting unit in world (Vol. 2:35 p5), was designed, fabricated & erected by Kline Iron & Steel Co., Columbia, S.C.—Tower Dept. Sales Mgr. J. R. Trotter reminds.

WLOX-TV (Ch. 13) Biloxi, Miss., due to start Sept. 10, and WIIM-TV (Ch. 13) Grand Rapids, Mich., due Nov. 1, named ABC-TV primary affiliates. Latter appoints Peters, Griffin, Woodward as rep.

CTV network sponsored programs for fall season will be triple number carried last year, its first season of sponsored shows. Among new U.S. series to be carried are *Sam Benedict, Eleventh Hour, Jack Paar Show.*

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

163 STATIONS IN FM STEREO: Number of FM stations broadcasting stereo has risen to at least 163 in U.S. & Canada. Manufacturers report healthy stereo receiver sales and they're looking forward to bang-up Christmas season, with FM stereo to be widely promoted.

Our last list of FM stereo stations was published July 9 (Vol. 2:28 p8), containing 139 stations in U.S. and 2 in Canada. Here are the additional stations on air, to bring that list up-to-date (Garden City, N.Y. was inadvertently omitted from last list, so we're including it here to correct the record):

ALABAMA
Huntsville ..... WNDA

CALIFORNIA
Coachella ..... KCHQ
Los Angeles ..... KPOL-FM
Sacramento ..... KHIQ
San Francisco ..... KBCO

COLORADO
Denver ..... KLIR-FM

FLORIDA
Miami ..... WWPB

GEORGIA
Atlanta ..... WSB-FM

ILLINOIS
Chicago ..... WMAQ-FM

LOUISIANA
New Orleans ..... WWMT

MICHIGAN
Bay City ..... WNEM-FM

MINNESOTA
Minneapolis ..... KRSI-FM

NEW MEXICO
Albuquerque ..... KHFM

NEW YORK
Garden City ..... WLIR
Utica ..... WUFM

NORTH CAROLINA
Charlotte ..... WBT-FM
Greensboro ..... WQMG

OHIO
Port Clinton ..... WRWR

OKLAHOMA
Oklahoma City ..... KFNB

TENNESSEE
Kingsport ..... WKPT-FM

TEXAS
Amarillo ..... KCHO
Dallas ..... KVIL-FM
San Antonio ..... KEEZ

UTAH
Salt Lake City ..... KSL-FM

CANADA
Montreal ..... CKVL-FM
Vancouver ..... CHQM-FM

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FM stereo will be one of topics discussed at EIA fall conference Sept. 10-13 at N.Y.'s Biltmore Hotel. "Mr. FM Stereo," FCC's Harold Kassens, will look into future of FM at Sept. 11 joint meeting of radio & phono sections. He'll also discuss complaints about alleged deviations from FM stereo standards by broadcasters & set manufacturers.

EIA has begun collecting statistics on production of FM stereo radios, and is expected to start gathering distributor sales figures this fall. For the present, however, industry is in dark as to how many FM stereo units have been sold.

One large manufacturer has ventured an estimate, covering only "FM stereo radios"—which excludes radio-phonos and adapters. His guesstimate: 46,000 stereo radios have been sold this year (through August). He predicts total of 80,000 for all of 1962. We'd be interested in hearing from subscribers about their estimates—and whether they think these are too high or too low.

New add-on merchandising gimmick is developing in FM stereo field. Just as FM stereo is being sold as accessory to phonographs, now phonos are being sold as accessory to FM stereo. GE is introducing "furniture coordinate" with drop-down record changer to fit its T-1000 table model stereo radio. Coordinate unit in matching walnut finish is on legs to hold radio. Radio lists at suggested $175, coordinate phono & table $89.95. Packard Bell has introduced its FM stereo radio, originally shown at Music Show (Vol. 2:27 p9), which can be hung on wall as used as table model. Radio is $159.95, matching record-player unit $119.95.

NEXT KIMCODE OFFSPRING—KIMCOLOR? Kimcode may or may not be the greatest thing since chopped liver, but it's almost a certainty now that good number of next year's sets will be made using the Kimble Glass implosion-proof tube which requires no external safety glass.

Some large set makers say cabinet tooling requirements make it impossible to go heavily to Kimcode concept this year—but a few have definitely finalized on it for 1963. Although some tube makers are still noncommittal on whether they plan production, it seems fairly certain that all OEM tube manufacturers are preparing for it, as soon as they line up customers' requirements. In addition to other tube makers now in production of Kimcode (National Video, GE), it's understood Westinghouse tube div. is making Kimcode presentations to set-maker customers.

There's some excitement about one prospective use of Kimcode process, although it hasn't come out in open yet: Color tubes. Even though current color tubes are far brighter than their predecessors, Kimcode offers way to give brightness another little boost—by eliminating 2nd layer of glass. It's within realm of possibility that Kimcolor could come with debut of 90-degree short color tube early next year, or little later.

National Video will produce 21-in. round 90-degree color tubes as reported here last week (Vol. 2:35 p7). Production will start around first of next year, with output of rectangular tubes planned "when the rectangular glass envelopes become available." Company announced it has broken ground for 45,000-sq. ft. color tube addition to its Chicago plant. Pres. Asher J. Cole said plant scheduled for completion by Dec. 1962 "and we expect to start production promptly."

A TEXAN WHO THINKS SMALL: Name a national TV-stereo manufacturer who's scared to death of growing too big . . . who refuses to make 19-in. TVs, portable phonos or radios . . . who sells only for cash-on-the-barrelhead . . . whose major markets are at least 1,000 miles from his plant . . . who has no ad manager or public relations agency and doesn't want any . . . and whose business has increased steadily over last 5 years.

If you said Curtis Mathes, you're pretty close. Curtis Mathes Mfg. Co. is a family business, headed by Curtis R. Mathes, chairman & chief exec. officer, who has been in appliance manufacturing (refrigerators, air conditioners) in Dallas since 1928. Heightening the paradox is fact that company went into TV business in Dec. 1957, about the time many other small companies were getting out.

"We were looking for a new field then," recalls the soft-spoken Mathes. "It seemed like an odd choice at the time, but we felt it had inherent strength. We selected TV because it had the best growth potential in the durable goods field. We analyzed the market and found that the small people had been shaken out. There were holes in the market and we thought we could fill them. Most manufacturers had dissipated their cabinet facilities and couldn't get the proper cabinets for hi fi. There were no small people left; the big ones were tied to high production volume—they weren't flexible enough in styling & merchandise. They were missing the splinter markets."

These "splinter markets" are Curtis Mathes' specialties. "We're living off crumbs," says Mathes. "We want to make sure we're in the market the big ones aren't in." Mathes specializes in high-styled TV & stereo consoles & combos at relatively low prices. "We're the price leader in the top end," he says.

Curtis Mathes sells direct to dealer—in carload lots only. "We sell only for cash, and that's heretical in this business. We have strict and strait-laced rules, because we can only sell so much. We sell only to professionals, mainly independent appliance stores—no discounters, no 'mass merchandisers.' " Mathes does no private branding, sells at one price to outlets in 40 states, selects franchise-holders carefully to avoid direct competition between his dealers.

When Mathes talks "flexibility," he means ability to turn on a dime. "We move fast and explore trends. If we're right, the competition moves in. If we're wrong, we can stop fast. We can bring out models in less time than the big manufacturers can call a meeting to discuss it. We bring 'em out quietly and drop 'em quietly."

His company's fact action performs useful function for industry, Mathes believes. He says his company was first with 23-in. set, first with bonded tube, first with 2-story hutch-type combinations. Now his TV line will be first to use Kimcode bare-faced tube.

"We specialize in what we build—and we make a bigger part of our own merchandise than most people think," he says. "We make our own furniture, coils, transformers. We have 2,000 employes—a higher number per dollar than anyone else in the industry. Yet our overhead & costs are the lowest in the business."

Smallness is a virtue to Mathes. "Our niche is the dirty, messy end of this business. It's the only area where we can compete—the 'style' business. This style business is like the clothing business—you have to be small so you can move fast. We'll be successful just as long as we remember what we can do and what we can't do. The minute we forget, we're just another manufacturer being clobbered. We have no ambitions for size," says Mathes. "We grew too fast last year," he adds ruefully. "We're already as big as we want to be. We have to grow to serve our customers, but we're not overjoyed. We're not interested in being big—we're interested in making money. And besides, this kind of business is more fun." (In the year ended May 31, Curtis Mathes reported net profit of $2,512,340 on sales of $31,934,640.)

One of the danger areas for a small company, Mathes believes, is color. "The market's not big enough now. But we hope there's room for splinters in the color market next year. Meanwhile, we're making a comfortable living off of FM stereo—which is really just another reason to buy hi fi."

How do industry-wide business conditions look to Mathes? "The big companies which are getting ahead in this business now are out with the toughest, most aggressive programs I've ever seen in my life. It's going to be rough as a cob from here on in. I've been in this [appliance] business since 1928, and I've never seen more rough competition. Someday, we'll be able to look back and tell our grandchildren we lived through the great war, the great depression—and the great competition. That's what we're in now."

How will Texas' only TV-stereo manufacturer make out in the great competition? Talking with Mathes, you have feeling he'll do all right picking up "crumbs" big manufacturers can't afford to concentrate on. "All we want," says Mathes, "is a place to hide."

TV GUIDE'S BUY-A-TV PROMOTION: In biggest promotion of its kind ever attempted, more than 8 million families will be told this week of the advantages of buying a 1963 TV set. It's *TV Guide's* special 32-page pull-out, "TV Set Buyers' Guide 1963," now being promoted widely with TV spots, newspaper ads & TV dealer displays.

Special full-color supplement was designed to tell quality & value story of new TVs, to help generate same aura of excitement that surrounds new-model autos. TV story is told in factual manner, with aid of specially made color photos. Slim booklet, designed to be removed from *TV Guide* and saved for future reference, was 10 months in preparation.

Many manufacturers & dealers are capitalizing on Buyers' Guide, which is specifically designed to put viewers in TV-set-buying mood. Booklet is geared to value, rather than price, and stresses step-up features throughout. Section on portables is aimed toward 2nd-set market, and features color picture of 12 competitive makes of 1963 portables (photographed early last May)—probably first time so many competing TV receivers were photographed at same time before introduction date.

Guide attempts to make serious evaluation of trends in TV furniture, tube sizes, special features. One article is devoted to technique of buying TV set, based on information gathered from TV manufacturer engineers and retailers. Other stories cover installation, maintenance, warranties, service, etc.

Booklet points out that 14 major TV brands offer total of 503 "basic" TV models, including 75 different color sets—and leaves it to reader to determine which one is for him. Major brands treated in Set Guide—all of which gave full cooperation in its preparation—are Admiral, Du Mont & Emerson, GE, Magnavox, Motorola, Olympic, Packard Bell, Philco, RCA Victor, Silvertone, Sylvania, Westinghouse & Zenith.

New TV Buyers' Guide sets precedent in promotions in that it attempts to treat purchase of a TV set as serious investment in entertainment & information. By presenting facts about TV, its aim is to start fall selling season with suggestion to the nearly 25 million who will see it, advantages of a new TV set.

This type of industry-wide promotion may well spread, and results will be watched closely. Somewhat similar concept is being used by *N.Y. Herald Tribune* in 24-page roto supplement Sept. 23 devoted entirely to color TV & FM stereo. Information for TV Set Buyers' Guide (and for *Herald-Tribune* supplement) was assembled & written by David Lachenbruch, managing editor of *Television Digest.*

TV-RADIO PRODUCTION: EIA statistics for week ended Aug. 24 (34th week of 1962):

	Aug. 18-24	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	155,142	107,160	107,362	4,128,670	3,699,188
Total radio	550,949	349,425	283,260	11,784,639	9,529,113
auto radio	270,377	120,123	96,002	4,280,052	3,016,005

TOPICS & TRENDS

Micromodule program, now beginning actual production, is being stepped up by Army. Chief Signal Officer Maj. Gen. Earle F. Cook announced last week that Army will commit $8 million in ultra-reliable micromodule systems & equipment in fiscal 1963, that production rate of 250,000 micromodules a year will be reached by next March, one million a year by June 1964, and 3-5 million in 1965.

Concept was developed by team headed by RCA, uses tiny ceramic wafers, each with one or more components, with as many as 12 components occupying plastic cube about half size of sugarlump (Vol. 17:29 p16). Principle can be applied to all semiconductor circuits, can use conventional-type or molecular components. At press meeting last week, RCA officials declined to discuss potential consumer applications—but it seems possible that "cheap-&-dirty" version of automatically produced module concept could some day make such items as transistor radios smaller and easier to repair (by replacing plug-in modules).

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25th anniversary of "first commercial TV receiver," a Du Mont set, will be commemorated by Emerson's Du Mont Div. this fall with gift of framed masterpiece painting reproduction, valued at $50, to each purchaser of a Du Mont console. Promotion carries "Masterpieces in Sight & Sound" theme, will offer console buyers choice of Vermeer, Van Gogh and Utrillo masterpieces.

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Build-it-yourself color TV sets are being mail-ordered by Transvision Electronics, Yonkers, N.Y. fabricator of TV assembly kits. Pres. Herbert Suesholtz told us color TV kit of chassis & 21-in. picture tube sells for $439, is licensed by RCA. Direct-mail ads in trade journals began this month, he said, "but we're already a month behind on deliveries." Sets are aimed at kit builders & hi-fi fans, but "anyone who can follow directions can assemble the set," Suesholtz told us. Transvision has been selling b&w TV kits via direct mail since 1945.

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On agenda of EIA fall conference Sept. 10-13 at Biltmore Hotel, N.Y.: (1) Discussion of future of FM. (2) Implications of all-channel law. (3) Panel on chances for new business in command & control equipment. (4) New electronics fields, such as masers & teaching machines. (5) Session on significance of FCC's proposed rules for new ETV service outside present TV band. (6) Significance of President Kennedy's new trade bill to electronics industry.

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Minority report on 1962 color sales: Working estimate of industry-wide sales this year, as developed in GE TV receiver dept., is 175,000 sets. GE concedes estimate is "conservative," but refuses to go along with companies predicting sales of 300,000-450,000 sets.

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First-quarter factory sales of microwave components totalled $27.6 million, exclusive of R & D billings, EIA reports in debut of new statistical program for the microwave industry. Sales by product categories: non-ferrite components, $25.3 million; ferrite parts, $1.4 million; semiconductor & solid-state duplexer assemblies, $890,000. Data was furnished by 73 companies which account for about 80% of industry's sales. EIA said balance of business is shared by about 150 firms.

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More good business news: Motorola's July TV sales shot ahead 19.2% compared with industry's over-all 4% increase over July 1961, reported Motorola Consumer Products Pres. Edward R. Taylor. Some 60 of Motorola's distributors participated in TV sales increase, he said.

WIDENING WORLD OF COLOR: Vast increase in color programming—local as well as network—along with some interesting predictions about color, are detailed in recent special edition of *Radio-Television Daily.*

Orders for color broadcast equipment are running nearly 3 times ahead of last year, RCA Bcst. & Communications Div. vp-gen. mgr. C. H. Colledge writes. "While all of the major items of color equipment share in this strong upward trend," he states, "color film camera chains are showing the most impressive gains. Bookings during the first 6 months [of 1962] were more than 3 times those received during all of last year." Other highlights:

Crosley Bcstg. Corp. Pres. Robert E. Dunville: "Eventually there will be 100% conversion of TV to color . . . I believe that when color set homes reach a point of 15 or 20% of the total number of TV sets, it will be a matter of only a year, or possibly a little less, until the conversion is complete." Crosley's WLW-T Cincinnati now has 30 hours of local color programming weekly, will soon put all local news shows in color—including newsfilm & still photos.

WGN Inc. exec. vp Ward L. Quaal estimates Chicago area now has 120,000 color sets and that independent WGN-TV will telecast more than 1,700 color hours in 1962.

Zenith Sales Corp. Pres. Leonard C. Truesdell estimates 1962 sales of 350,000-400,000 color sets, of which Zenith will account for more than 100,000. "We look forward to the possibility of a million color sets a year being sold by 1967 . . . Color TV may well become the business bonanza of the current decade."

Admiral Sales Corp. Pres. Carl E. Lantz predicts sales of nearly 400,000 color sets this year, rising in 1963 to 750,000 units, "equal in dollar volume to 3 million b&w receivers."

Sports Network Inc. Pres. Richard E. Bailey outlines plans for vast increase in sports colorcasting and forecasts: "The time is not too distant when perhaps two-thirds of all sports shows will be presented in color."

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Admiral has been operating retail store in Galesburg, Ill. since 1959, reports Aug. 30 *Home Furnishings Daily.* Experiment was designed to get retail experience, Admiral spokesman is quoted as explaining. Store's sales have increased from $135,000 to $250,000 a year under Admiral ownership, according to story, and Admiral has used it to experiment with promotions before offering them nationwide. Store displays complete Admiral TV-radio-phono-appliance line, handles non-competitive items of other manufacturers.

Polaroid Corp. has filed suit against Polarad Electronics Corp. to block registration of "Polarad" as trademark. Polarad in the past has made TV & radio tuners, other electronic devices. Polaroid charges similarity of names will deceive prospective purchasers.

Andrea entered color TV last week with announcement of 3 consoles in 10 wood finishes, all with tambour or hinged doors. No prices were made public.

International Electrohome Inc. is new U.S. subsidiary of Dominion Electrohome Industries Ltd. New firm will hq in Bensenville, Ill. Robert Moore is U.S. sales mgr.

TV—Dept. Store Star: Department stores have made good comeback in TV-radio-phono picture, and they've done it with increasing profits. This is reflected in 1962 *Departmental Merchandising & Operating Results,* released last week by National Retail Merchants Assn.

Although figures are quite old—they show fiscal 1961 results—they indicate growing importance of consumer electronics to department stores. Highlights of report:

While dept. stores' gross margins declined 3% in fiscal 1961, consumer electronics departments were among few which showed increased margins—radios & phonos 25.3%, up from 23.8% year before, and TV 19.7%, up from 19.5%.

In downtown dept. stores, sales for fiscal '61 were same as fiscal '60—but TV-radio-phono sales rose 7%. In branch stores, where total sales were up 4%, TV-radio-phono sales showed 19% increase, biggest rise of any product category.

In 10-year comparisons, study showed selling costs have risen in all departments except one—TV-radio-phono, in which costs have declined by 0.5¢ on gross margin dollar during the period.

Survey showed, however, that TV-radio-phonos still represent only 1.4% of total dept. store sales.

More recent report, by Federal Reserve Board, shows dept. store sales of TV-radio-phonos for June 1962 ahead of year-ago level in 10 of 11 reporting districts. Only district where no gain was registered was Kansas City, where sales were same as last year. Other gains ranged from high of 55% (Dallas, TV) to low of 8% (St. Louis, TV).

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New plants & expansions: RCA will construct $2-million West Coast hq on Sunset Blvd., Los Angeles. Completion of 9-story, 82,000-sq.-ft. building is scheduled for late 1963. It will house RCA West Coast corporate functions, data processing sales, RCA Victor Records studios . . . **Arvin** will build 25,000-sq.-ft. plant at Princeton, Ky., for manufacture of radio & phono parts & subassemblies . . . **Tung-Sol** announced plans for additional 25,000-sq.-ft. plant in Weatherly, N.J., for production of subminiature tubes.

U.S. electronic components shipments in first quarter 1962 rose 4% above previous quarter and 18% above first quarter a year ago, Commerce Dept.'s Business & Defense Services Administration reports. Biggest gains over preceding quarter were registered in transformers, with output increased 18%; receiving tubes, 12%; semiconductor diodes, rectifiers & special devices, 8%. Transistor shipments rose only 1.4% because of falling prices.

"Whither or Whether Citizens Radio" titles Aug. 26 address by FCC Comr. Fred Ford to citizens-band meeting in Parkersburg, W. Va. It covers history and regulatory problems—copies available from Ford's office, Washington.

IRE Space Electronics & Telemetry 1962 symposium, including TV papers, will be held Oct. 2-4 at Hotel Fontainebleau, Miami Beach. Theme: "Unlocking the Universe."

Champion Molded Plastics, Bryan, O., has been purchased from Tappan Co. by Standard Oil Co. of Ohio. Champion makes plastic parts for TVs, appliances, radios, autos, etc. Its sales are about $5.5 million a year.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Audio Devices	1962—6 mo. to June 30	$ 4,070,103	$ 446,196	$ 223,196	$0.26	848,701
	1961—6 mo. to June 30	3,677,089	212,023	112,023	.13	848,701
Eitel-McCullough	1962—6 mo. to June 30	15,821,010	——	261,576	.14	——
	1961—6 mo. to June 30	13,165,833	——	42,707	.02	——
Emerson Radio	1962— 39 wks. to Aug. 4	——	3,722,149	1,787,431	.78	2,280,239
	1961—39 wks. to July 29	——	2,282,896	1,114,050	.49	2,280,239
Philips Lamp	1962—6 mo. to June 30	661,900,000	——	42,200,000	—	——
	1961—6 mo. to June 30	586,400,000	——	41,100,000	—	——
Rollins Bcstg.	1962—qtr. to July 31	1,928,715[1]	——	168,642[1]	.18	——
	1961—qtr. to July 31	1,307,636	——	113,275	.12	——
TraVler Industries	1962—qtr. to July 31	5,214,000	159,000	82,000	.08½	965,658
	1961—qtr. to July 31	4,207,000	79,000	35,000	.03⅔	965,658

Notes: [1] Record.

Trade Personals

Herman L. Weiss, ex-lamp div. vp-gen. mgr., appointed vp & group executive in charge of GE consumer products group, succeeding **Fred J. Borch,** who was elected to GE board last month and appointed exec. vp in charge of company's 5 operating groups. Consumer products group includes major appliances, housewares & commercial equipment, Hotpoint Co., lamps, radio & TV, GE Supply Co., GE Credit Corp.

James P. Veatch promoted to dir., RCA Frequency Bureau with hq in Washington, succeeding veteran **Philip F. Siling,** dir. since 1944, who retires, continues as RCA consultant.

Norman J. O'Malley promoted to new position of Sylvania general patent counsel . . . **Bernard T. O'Dea** named pres.-gen. mgr. of GT&E International activities in Mexico.

Henry Berwanger elected sales vp, Ravenswood Corp.

William R. Simpson, exec. vp, named pres. of Dale Electronics, Lionel subsidiary, succeeding **George Risk; David B. Chase** succeeds Risk as chmn. of Lionel exec. committee; columnist **George E. Sokolsky** succeeds Chase as vice chmn.

Elected to fellow membership in SMPTE: **Millard W. Baldwin Jr.,** Bell Labs; **Joseph T. Dougherty,** Du Pont; **George T. Eaton,** Eastman Kodak; **Henry M. Fisher,** Paromel Electronics Corp.; **Theodore H. Fogelman,** Consolidated Film Industries; **H. Theodore Harding,** Du Pont; **George T. Keene,** Eastman Kodak; **John A. Leermakers,** Eastman Kodak; **James A. Moses,** Army Pictorial Div.; **John W. Wentworth,** RCA; **Joseph D. White,** Magnasync Corp.; **Daan M. Zwick,** Eastman Kodak.

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TV-Electronics Fund reports decrease in net assets as of July 31, 1962 as compared with same 1961 date. **As of July 31, 1962, net assets** per share totaled $6.92 ($351,008,728 net assets and 50,742,152 capital shares) vs. $8.90 ($439,642,613 net assets and 49,281,709) a year earlier.

Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
Amphenol-Borg	Q	$0.20	Sep. 28	Sep. 14
General Industries	Q	.20	Sep. 15	Sep. 5
Electronic Commun.	Stk.	5%	Oct. 15	Oct. 1
Rollins Bcstg.	Q	.10	Oct. 25	Sep. 25
Rollins Bcstg. B	Q	.05	Oct. 25	Sep. 25

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Sylvania Electronic Tube Div. will move its hq from Emporium, Pa. to Seneca Falls, N.Y. Sept. 10. Senior vp Merle W. Kremer said move is designed to locate majority of divisional marketing personnel in one location. A portion of the staff now located in N.Y. City will move to Seneca Falls. Sylvania's picture tube operations are currently headquartered in Seneca Falls, receiving tube operations in Emporium.

Push for 35-hour week with no loss in pay will be primary objective in negotiations by United Electrical Workers for new contracts with GE & Westinghouse. Union's officers, at Long Beach convention last week, said they expect 35-hour week to be key objective in all negotiations. UE's 3-year contracts with GE & Westinghouse expire in fall of 1963.

New version of its 8-in. TV was announced last week by Delmonico International, "designed to be promoted as low as $99.95." Similar in appearance to model it replaces, it's made by Japan Victor, and, according to Delmonico "is completely insulated against all shock hazards."

Useful references: *Electrical Merchandising Week's* compilations of specifications for 1963 TV sets (published with Aug. 20 issue) & 1963 radios (with Aug. 27 issue). Copies are available from *EM Week,* McGraw-Hill Bldg., N.Y.

General Instrument has introduced 2 new plug-in FM stereo converters, one with indicator light, the other without.

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WEEKLY

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The authoritative service for executives in all branches of the television arts & industries

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COLOR RESISTANCE crumbling at CBS as colorcast is scheduled at request of sponsor. 'No change in policy,' says network, but color is under careful consideration (p. 1).

CHIPPING AWAY AT GOVT. CLOSED DOORS continues in Federal Bar Assn. panel discussion, govt.-industry representatives plumping for TV-radio access to most proceedings (p. 2).

I.D. FORFEITURE CASE STIRS NAB, Collins "shocked" at $500 fines imposed by FCC on 4 Minneapolis TV stations for failure to identify sponsor in store-closing-vote controversy (p. 2).

NEW PAY-TV PROGRAM SOURCES are being opened by RKO General for Hartford pay-TV test. Due this week is taped special showcasing The Kingston Trio, and movie deal has been signed with Columbia Pictures (p. 2).

FM STEREO PAYS OFF for commercial stations, says Ted Jones, pres. of WCRB Boston, who cites billings gain of 12-15% from sponsors buying stereo shows (p. 3).

WNDT GUINEA PIG FOR AFTRA TEST? Success in unionizing drive against new N.Y. ETV outlet may be blow to national ETV development, officials fear (p. 3).

Consumer Electronics

TV PRICE INCREASES may be coming, as tube makers hint at across-board raises of up to 8%; component makers restive, too. End of $140 set in sight (p. 6).

PHILCO'S 16-IN. lightweight portable weighs in at 24 lb. in 2 open list models, believed designed to sell for $160 top. Color line emphasizes furniture style (p. 6).

ANTENNA MAKERS SEE BIG 1962 & growth ahead. Five factors contribute to surge, 8 manufacturers tell us—listing color TV, FM stereo, uhf, replacement market, trend to high-end buying (p. 7).

COLOR RESISTANCE CRUMBLING AT CBS: "There's been no change in our policy on color." That's official CBS line, despite fact that network broke its long (though unwritten) no-color rule by accepting order for color program to be scheduled early next year.

Special program, "A Tour of Monaco With Princess Grace," will be filmed in color by Revue Productions and carried in color by N.Y., Chicago, St. Louis & Los Angeles stations at request of co-sponsor Chemstrand Corp. Chemstrand, which will advertise carpets made with its Acrilan fibers, requested color in these markets. However, Chemstrand spokesman told us company has no objection if other network outlets carry show in color (which many undoubtedly will do); it just didn't order them in color. Show will be 8-9 p.m. Feb. 17.

CBS-TV's long-standing policy has been: "We'll go into color when there's enough audience or sponsor demand for it." It previously has turned down sponsors' requests for color, and presumably booking of Monaco show in color is reflection of combined greater audience demand, greater sponsor demand and a subject which cries out for color.

Is CBS-TV really returning to color fold this season? Here are some observations by CBS official, who requested that he remain anonymous:

"Our planning isn't completed yet on this. It's probable. We haven't determined yet whether to put The Wizard of Oz in color this season [last year it was b&w]. Our Judy Garland special definitely will be b&w. Our new N.Y. hq building which is now going up will be equipped for color, of course. The question of color does come up from time to time, and it is under consideration. But there's been no basic change in policy."

CHIPPING AWAY AT GOVT. CLOSED DOORS: Exclusion of TV-radio from coverage of govt. activities is bound to give way eventually, in opinion of the industry—if industry continues ceaseless drive. The tough & painstaking task continued last week with blue-ribbon panel discussion before Federal Bar Assn. convention in Washington.

Panel had both govt. & industry representatives, but the industry members were very familiar with govt.'s side, attaining much experience as govt. employes or as long-time observers of govt. in action.

Consensus was powerful "yes" for open-door policy, with one substantial dissent on judicial proceedings. At 2-hour panel filmed for TV, et al., Sen. Kefauver (D-Tenn.), Cowles Washington correspondent Clark Mollenhoff, CBS News Pres. Richard Salant, FCC Gen. Counsel Max Paglin & Washington attorney Harry Plotkin agreed that broadcasters should have access to activities of govt.'s various branches. Only major dissent was by Plotkin, who opposed "vigorously" any televising of judiciary proceedings.

Salant was a most insistent advocate for moving cameras into halls of congress & courts. So-called "Rayburn rule," in which House forbids TV coverage of any sort is "completely unsound," he declared. He called it a "curious irony" that House, elected every 2 years, supposedly closest to public, completely shuts out TV-radio, while Senate allows some coverage. He urged opening up of most govt. proceedings, starting with Supreme Court. He added, however, that before this, a set of "ground rules" should be devised to guide broadcasters. Kefauver's views were similar. The only limitation on broadcast coverage of govt. proceedings, he said, should be that the equipment doesn't disrupt the proceedings. Mollenhoff echoed Kefauver.

Plotkin rode along most of way, but jumped off at suggestion that judicial goings-on should be included. He said courtrooms exist for one reason—to bring justice—and TV and radio coverage would be hindrance. "The task of arriving at the truth is much more difficult," he stated, "if the judge and the jury know they're on stage." FCC Gen. Counsel Max Paglin called for a "reassessment" of entire problem, pointed out that industry has grown up since 1937 when question first came up. He drew parallel with dispute over pay-TV, which FCC and the courts finally decided, he said, could be resolved only by a trial. He suggested that broadcasters be permitted to conduct dry runs—setting up equipment and going through motions without actually being on air—to demonstrate proficiency at operating unobstrusively.

I. D. FORFEITURE CASE STIRS NAB: NAB jumped in for first time in a station forfeiture case, thrusting into prominence FCC action proposing $500 fines for each of 4 Minneapolis TV stations, for failure to identify sponsor of one-min. spots in a Sunday store-closing controversy.

Background: City council was about to vote on ordinance requiring closing of stores. Downtown Council, representing downtown stores which were suffering competition from suburban Sunday operators, bought last-minute one-min. spots on WCCO-TV, KSTP-TV, WTCN-TV & KMSP-TV. Spot featured discussion by economist Dr. Arthur Upgren, favoring store closings. Stations explained to FCC that frantic last-minute rush was reason Downtown Council wasn't identified as sponsor.

FCC said reason wasn't satisfactory, notified each station that it was liable for $500 fine. Outraged, stations complained to NAB, which usually keeps out of individual cases. But Pres. Collins evidently heard enough to become disturbed, said: "I don't have all the facts, but from those I do have I am frankly shocked at this action. We here at NAB will of course fully explore the matter promptly and decide what appropriate action may be taken."

Said an FCC source: "These are experienced broadcasters. They should know better. If they want to make a test case of this, they aren't picking a very good one."

PHONEVISION'S HARTFORD BLOCKBUSTERS: New pay-TV program sources are being opened by RKO General for its Phonevision "subscription TV" test on WHCT Hartford, despite undisguised antipathy of such movie-house operators as Allied Theatre Owners of N.Y. & N.J.

Current coup for Hartford test is a 90-min. video-taped special starring Kingston Trio, due to be seen (for $1.50) by viewers in 700-home Phonevision panel this week (Sept. 11-13-15). It's a sort of do-it-yourself show, since it was packaged independently by trio and VHF Inc., tape commercial producer, and is leased to RKO for 7-time showing in 9-month period by the folk-singing group.

Kingston Trio show was taped on location in Maryland, at summer "music tent" show. Trio's manager, Frank Werber, stated last week in San Francisco that he felt pay-TV medium was "ideal" for presenting concert artists in TV. After Hartford playdates, tape will go on shelf for 9 months, may be offered to regular network buyers thereafter.

New movie source has also been opened by RKO General, with signing of deal with Columbia Pictures—one of movie industry's real majors—for "first subsequent run" (i.e., after downtown theatrical playdate) on Columbia product in Hartford area. Thus, station can be considered competitive with neighborhood houses and nearby drive-ins for movie audience. Previously signed by RKO General vp John Pinto for feature product in similar deals: Paramount, Warner Bros., and Buena Vista (Disney).

Columbia-RKO deal will be red flag to already-angry independent theater operators, by all indications. At meeting of previously-mentioned Allied group in Kiamesha Lake, N.Y. last month, board member William Infald told exhibitors: "We will have to watch Paramount and Warner Bros. very carefully because they have committed themselves to a policy of pay-TV." Obvious hint behind Infald's words: an exhibitor boycott, or at least sales resistance.

First feature under Columbia liaison in Hartford will be "The Notorious Landlady" (Kim Novak, Jack Lemmon, et al.). Interestingly, picture was still in its first Times Square showcase run in N.Y. as we went to press, at $2 admission. Another interesting sidelight to Hartford test, according to RKO's Pinto: practice apparently makes perfect for teams installing Phonevision decoders; installation time is now "about 15% less" per home than it was only 2 months ago.

STEREO FM STEERS CLIENTS TO STATION: There's a definite pay-off for commercial FM outlets which add multiplex stereo. So we were told in N.Y. last week by Ted Jones, pres. of Boston-area WCRB in private chat during news conference called to show off station's stereo to press & agencymen.

Jones estimated that revenue boost "purely from clients who bought stereo shows" is on the order of 12-15% increase in billings. Most new clients have stereo axe to grind, so program purchases (Boston Symphony Concerts, operatic shows, etc.) by GE, London Records, Lafayette Radio, H. H. Scott et al. are not unexpected. Some (Canada Dry, Arnold Bakers) are straight consumer-goods sponsors testing new medium.

Station has been stereocasting in FM for a year now, classifies itself as "a stereo pioneer." An experimenter with AM-FM stereo as far back as 1954 (when it had to produce most of its own program material), WCRB has more than casual pioneer spirit. Station's multiplex transmitter is not commercial model, was built by WCRB at nearby H. H. Scott firm starting in 1960. WCRB carries 60 stereo hours of 120 FM hours weekly.

"First Stereo U.S. Network" is another WCRB claim. Station's stereo signal is rebroadcast, from direct air pickup, by FM outlet in Providence, about 40 miles away. According to WCRB Mgr. Richard L. Kaye, signal strength and stereo quality "are excellent."

WNDT GUINEA PIG FOR AFTRA TEST? Move against soon-to-start educational WNDT N.Y. last week by American Federation of TV & Radio Artists may spell trouble for all existing & upcoming ETV stations. Union's order to its N.Y. local's 8,000 members—not to appear on WNDT unless station requires teachers to join AFTRA—was underscored when it directed stage comedian Zero Mostel to cancel scheduled appearance.

Because of N.Y. location and vhf channel, WNDT has become nominally most important ETV outlet in country, and "it would appear that the union has picked it to make a test issue," an NAEB official said.

Union's sudden action brought violent protests. NAEB vp Harold E. Hill warned: "If educational TV stations across the nation are required to recognize unions, overhead costs will definitely rise, and this could conceivably force some stations to curtail their programming and might even force some off the air." FCC Educational Bcstg. Branch Chief Lawrence L. Frymire said move "could present problems of a very serious nature if it becomes widespread." And Sept. 7 *N.Y. Herald Tribune* trumpeted "A Union Outrage Against Educational TV" as leading editorial.

WNDT Vp & Gen. Mgr. Richard D. Heffner, himself an AFTRA member, said station would go on air Sept. 16 as scheduled. Union & station representatives agreed to meet with N.Y. Acting Labor Comr. James J. McFadden Sept. 10 in effort to settle dispute. "Any interruption in the plans for the operation of our new educational TV station WNDT is a serious matter," McFadden told parties.

CURRENT CAPSULES

Old St. Louis Ch. 11 "influence" case is about to be cleared up. It's due for FCC discussion this week, and staff recommends closing case without further ado. One-time applicant 220 TV Inc., which lost competition for Ch. 11 to CBS, had alleged that CBS Chmn. Paley & Pres. Stanton had Tex McCrary attempt to influence commissioners before channel was awarded. CBS has since turned Ch. 11 over to 220 TV Inc., acquiring Ch. 4 (KMOX-TV, formerly KWK-TV) for itself. FCC staff says investigation proved allegations unwarranted, urges dismissal of charges.

■

Crosley has WLWI (Ch. 13) just about locked up finally, after very close shave. FCC last week announced intention of approving agreement whereby WIBC, which Commission had said should get channel, will pull out of Indianapolis case, acquire Crosley's WLWA Atlanta for approximately $3,420,000 (Vol. 2:25 p5). Though not announced, it's understood vote was 4-3—Minow, Ford & Bartley dissenting. If Cross, due to be replaced by E. William Henry, hadn't voted, there would have been 3-3 tie. Then when case came up again, and Henry voted, it's presumed he would have joined minority, killing deal.

■

Another thrust to CATV—more exposure to general business community—is feature in Sept. 1 *Business Week*, built around system broker-manager Bill Daniels, operating in a seller's market. Sample: "At 42, Daniels is at the center of this little-known, but whirling industry, whose very nature—especially the fast write-off of investment—has made it a financial man's haven."

■

Kaiser Industries may precipitate rush of applications for uhf channels in major markets, filing last week for Chicago, Detroit & Philadelphia areas, having applied earlier for Los Angeles & San Francisco (Vol. 2:29 p4). Some applicants, particularly local interests, may not be too willing to build uhf now—but they're forced to worry about seeing channels taken out of circulation, uncertain whether more can be found later. Kaiser asked for Ch. 38 in Chicago, Ch. 50 in Detroit, Ch. 41 in Burlington, N. J.—last aimed at Philadelphia, Wilmington & Trenton.

■

Tedson J. Meyers, FCC Chmn. Minow's admin. asst., has resigned. He's author of controversial memo to Administration, urging use of "the power of international TV & radio broadcasting in our national interest" (Vol. 2:36 p3). His plans haven't been disclosed. Successor is John F. Cushman, chief of administrative laws & treaties div. of Office of General Counsel.

■

E. William Henry's confirmation hearing before Senate Commerce Committee—on appointment to FCC (Vol. 2:36 p1)—hasn't been set yet but it's expected to be held next week. He may be questioned closely—but no significant opposition is expected. As one congressional veteran puts it: "There's got to be a major scandal involved, or something like that, before a man is in trouble in such cases."

■

Second communications satellite will be launched before end of year to join Telstar, NASA reported. This one will be RCA's Relay, 5 times as powerful as Telstar. First task for Relay will be experiment linking ITT ground stations in Nutley, N.J. and Rio de Janeiro. Rio station will be portable—capable of being assembled by 4 men in 16 hours. ITT reports equipment may be modified later to transmit TV. At end of last week, President hadn't announced his choice for incorporators for new Communications Satellite Corp., was expected to send names to Senate this week.

New WNYS-TV (Ch. 9) Syracuse began Sept. 9 with hour color show introducing staff & facilities. Station had geared debut to theme: "Channel 9 comes to Syracuse on the 9th day of the 9th month."

WBJA-TV (Ch. 34) Binghamton, due to start Nov. 1, was named ABC-TV primary affiliate.

Advertising opportunities now are enormous, and market potential is "gigantic," AAAA Pres. John Crichton told Assn.'s Chicago council. He pointed out that estimates calculate a 1972 market of 66 million households with average income of $10,000. It's up to advertising, he said, to go after this bonanza.

Personals

Robert C. Mayo promoted to managing dir., CBS Europe & CBS Limited, succeeding **Michael Burke**, recently moved up to CBS Inc. development vp . . . **C. James Proud** resigns as Advertising Federation of America pres. & gen. mgr., no successor has been picked.

Giraud Chester promoted to NBC-TV program administration vp . . . **Tad Ware** appointed Westinghouse Bcstg. asst. advertising & sales promotion dir.; **Milton Shefter**, ex-Maxwell Assoc., succeeds him as KYW-TV Cleveland asst. promotion mgr.

Dr. Lawrence T. Frymire, ex-mgr. of Mich. State U.'s WKAR, appointed chief of FCC's Educational Broadcasting Branch . . . **Sam Somora** has been appointed KTVI St. Louis promotion mgr., not vp & gen. mgr., as reported (Vol. 2:34 p6).

James T. Victory promoted to CBS Films vp, domestic sales; **Ralph M. Baruch** to vp, international sales . . . **Robert J. Quinn**, ex-CBS News, named ABC-TV news & special events exec. producer . . . **Herbert Jellinek** promoted to ABC Western Div. budgets & cost control dir., a new post.

Leo J. Fitzpatrick, former gen. mgr. & part owner of WGR-TV Buffalo & WJR Detroit, seriously ill at home, 551 Lakeshore Dr., Grosse Pointe Shores, Mich.

H. D. Hayes, FCC field engineering & monitoring bureau Chicago engineer-in-charge, retires after 41 years.

William Fowler promoted to ABC Washington News engineer-in-charge . . . **Leo Long** promoted to dir. of ABC Overseas Advertisement Sales, new div. of ABC-TV of Britain.

Ron Gleason, ex-KNXT Los Angeles asst. research dir., appointed research & sales development dir., KABC-TV; **Jim Healy**, radio KLAC Los Angeles sports dir., named to similar post with KABC-TV.

Alan B. Johnstone, ex-Avery-Knodel San Francisco radio mgr., appointed WOKR-TV Rochester sales mgr. . . . **Parker Daggett**, ex-radio WRIT Milwaukee gen. sales mgr., named sales mgr., WXIX-TV.

Patrick C. Arnoux, ex-WTAR-TV Norfolk production mgr., appointed WSPA-TV Spartanburg program dir. . . . **William H. Kline**, ex-WIBF(FM) Jenkintown, Pa. mgr., appointed operations dir., WIBF-TV, due to start next spring.

Donald J. Badger, ex-WJIM-TV Lansing, Mich. gen. sales mgr., named to same post at WIIM-TV Grand Rapids-Kalamazoo, due to start Nov. 1 . . . **Julian T. Kanter** promoted to midwestern sales mgr., Storer TV sales, succeeding George U. Lyons, now WJW-TV Cleveland gen. sales mgr.

Thomas J. White, Avery-Knodel exec. vp, elected an SRA dir. . . . **Harold C. Altura** named Peters, Griffin, Woodward radio research & promotion dir.

Steve Gilmartin promoted to WMAL-TV-AM-FM Washington sports dir. . . . **Paul J. Price**, former Dayton, O. police chief, named community service dir., WHIO-TV-AM-FM.

Merger of TV-radio reps Venard, Rintoul & McConnell, N.Y., and Torbet, Allen & Crane, San Francisco, was completed last week. New firm will be named Venard, Torbet & McConnell, with hq in both cities. Lloyd George Venard becomes pres., Alan L. Torbet exec. vp.

Switch to all-Negro programming by McLendon radio KYNR Chicago brought protest from 2 Ill. Democrats, Reps. Pucinski & Rostenkowski. They charged McLendon hadn't lived up to promises made to FCC at time of purchase, that station would retain foreign language programming. McLendon replied that Congressmen were trying to dictate programming, said he has right to program as he determines needs of community to be—and he had surveyed needs.

Payola may be deductible on record companies' tax returns, if: (1) Names, addresses of recipients are included. (2) Payments were made before Dec. 6, 1959, when FTC ruled against practice. (3) No sharply defined state policy or law was broken. Internal Revenue Service ruled last week that claims for deductions for payments prior to cutoff date will be judged on case-by-case basis. Payola payments on or after Dec. 6, 1959, aren't deductible.

First Negro TV models will appear in commercials for Gillette blades, Feen-A-Mint laxative, Sulfur-8 hair preparation & Artra skin tone cream. All but the Gillette commercials will be aimed at predominantly Negro audiences. Gillette advertising vp A. Craig Smith said Negroes will be used to lend realism. A Negro model agent called move major breakthrough.

Network TV led all media in first half of 1962 in advertising revenue gain over same 1961 period, *Printers' Ink* reports. Network TV rose 13%, followed by general monthly magazines, 8%; women's, farm & business magazines 6%; network radio, 4%. In first quarter 1962, spot TV increased 17% over same year-earlier period.

Forfeiture of $2,000 has been levied against radio KISN Vancouver, Wash. for "apparent willful and repeated improper identification." FCC charged that station failed to give proper call letter and location at required intervals despite warning from Commission in June 1961.

ETV audience survey by Stanford U. (Vol. 2:36 p3) will be published by Stanford U. Press, will be available there. Initial Stanford announcement said copies would be distributed by NET, N.Y.

Rep appointments: WTEV Providence, H-R TV; KLAS-TV, Las Vegas, Avery-Knodel; KTVT Dallas-Ft. Worth, Katz; WRDW-TV Augusta & WBOY-TV Clarksburg, Young TV.

Pinpointed radio audience, enabling advertisers to concentrate on most likely prospects, is described by RAB head Kevin B. Sweeney in Sept. 4 *N.Y. Herald Tribune.* Subbing for vacationing advertising editor Joseph Kaselow, Sweeney noted that "On Target" research classifies listening habits of known users of specific commodities station-by-station, permits advertisers to reach selective audiences.

Psychotherapy by TV was discussed at recent American Psychological Assn. annual meeting in St. Louis last week. Harvard psychologist Dr. Ogden R. Lindsley said closed-circuit TV could be effective new method of treating mental patients. System would permit treatment at a distance, he explained, and allow researchers to study therapist-patient relationship.

"Scented With Success" is alluring title of new study by Petry, outlining growth of spot TV use by cosmetic-toiletries industry, 1956-61. Study points out that spot TV is fastest growing ad medium for industry, with billings up 74% over the 5-year period, while sales increased by 50%.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

TV PRICE INCREASES IN THE WORKS? Will 19-in. portable at $140 quietly fade away with coming of new year? There are budding indications that it may—but they're far from certain.

It's still in trial-balloon stage, but talk is beginning about possible price increases in picture tubes and some components. Relatively low prices of these items have been partially responsible for making $140 set possible.

Whispers of tube price rises center on "near future" across-board increases of as much as 7-8%—although, so far as we can tell, no tube maker has yet actually signaled his intention. Attrition has whittled down number of picture tube makers, Thomas Electronics & Tung-Sol being latest to leave OEM business (although GE recently expanded its tube activities to go out after more OEM). Scramble by remaining tube makers to pick up this business resulted in softening, rather than stiffening, of prices. Tube people are wondering just how long present price levels can be held.

In component market, too, there's evidence that suppliers lowered prices to hold on to customers who went to $140 sets. Now their costs are catching up with them—and it may be only matter of time before they have to pass them on.

This is below-the-surface talk by suppliers. If these increases come, it could spell end of bargain-basement low-end TV sets—at least as we know them today, in 19-in. size.

PHILCO'S 16-INCHER & MORE COLOR SETS: Fall drop-in parade was officially under way last week as Philco introduced its long-discussed 16-in. lightweight TV, 2nd American-made set using new square-cornered 16-in. tube.

Philco's lightweight, called "Courier," comes in 2 models—both open list. Deluxe unit is extremely attractive black-&-silver model with rounded back and rigid snap-on cover. When closed it has appearance somewhat like portable typewriter. It weighs 24 lb., using Pittsburgh bonded safety glass on tube. Lower-priced set lacks carrying cover and earphone jack. It's believed deluxe model is designed to sell at about $160 or less, vs. $169.95 list on GE's 22-lb. Escort 16-in.

Also introduced by Philco was 4-model color line, emphasizing furniture styling. Color sets start at $595 for mahogany hardwood consolette, with basic console step-ups at $695, $775 & $895 in 8 varieties of finishes & styles. All have bonded tubes & shallower cabinets.

New Philco policy toward color TV was outlined by TV merchandising mgr. Jack Kane: "There is no doubt that color is a solid, growing business. . . . We want to strengthen the Philco distributor & dealer position in color TV merchandising. At the present price levels of color TV receivers, the consumer wants fine furniture styling."

Philco also introduced five 23-in. sets, portable stereo phono with Scratch-Guard feature previously available only on consoles, and one transistor radio at $14.95.

Packard Bell premiered 4 new 23-in. TV-stereo combos at $469.95-$875 and 5 stereo consoles, all with FM stereo, at $199.95-$550, in addition to Stereo-Mates FM stereo radio & matching phono previously reported (Vol. 2:36 p7).

Next week will see debut of Admiral's new enlarged color line, which will feature all-wood cabinets, topped by color stereo theater unit.

ANTENNA MAKERS SEE BIG 1962 & GROWTH AHEAD: With so many things going for them, TV-radio antenna manufacturers view future with brisk anticipation. Year as a whole is shaping up as a big one, and outlook for immediate future is bright.

No less than 5 major factors presage booming sales & profits over next decade, in opinion of 8 antenna makers with whom we spoke last week. Their optimism is sparked by accelerating consumer interest in color TV, FM stereo & uhf, a burgeoning replacement market, a marked trend to high-end buying, reflecting growing consumer awareness that quality reception requires quality antennas.

Antenna makers blazed with confidence. Examples: "We look for a dollar volume growth of 25-50% over the next 2 years," Taco Pres. H. H. Brown told us. JFD anticipates "15-25% annual increases over the next several years," Pres. Albert Finkel said. Winegard sales mgr. Robert M. Fleming—"We are extremely optimistic about sales & profits over the next 2-3 years. We foresee great growth." All Channel Products sales mgr. Sidney Dorosin—"Our business should double in the next 5 years." Channel Master vp Harold Harris—"The future is extremely bright. We see very substantial growth ahead." Trio Mfg. Pres. J. L. Wade—"This will be a steady, growing market." M. L. Finneburgh Sr., partner in The Finney Co., summed it up this way: "Because of color TV, FM stereo & uhf, the outlook for the antenna industry is so much brighter than it was 3 years ago."

Antenna business this year is well ahead of year ago. With industry now coming into peak selling period, there's little question that banner year is in making for antenna makers. "This could be the biggest year in our history, Finney's Finneburgh told us. "We're 36% ahead of last year. August was about 70% ahead of August 1961." Winegard's Fleming told us "sales are running 15% ahead of last year, which was a record, and we'll beat 1961 by more than 15% by year's end." JFD is "operating at a record peak this year, with sales 25% ahead and profits up despite rising costs," Finkel said. Taco's Brown told us that "we expect a 25% sales jump over the year-ago period between now and the end of our fiscal year in February."

Surprise sales producer this year is color TV. Not only is color producing sales in its own right, it's making antenna shoppers quality conscious and sparking general trend to high-end buying.

"Color TV is helping us tremendously," Winegard's Fleming told us. "We believe this fall & 1963 will be terrific." To capitalize on mounting interest in color, Winegard this week will introduce to distributors a new 4-model line of "Colortron" antennas designed specifically for color and a new antenna amplifier with twin nuvistor tubes that can be used in any area. Winegard will promote "Colortron" line with fall ads in *Life*, *Parade*, *Family Week*, other publications.

Channel Master's Harris pointed out that color TV "is helping in 2 ways. It's making the public aware of the foolhardiness of economizing with second-rate antennas. Also, color customers are replacing their old b&w antennas with quality types needed for color." Finney's Finneburgh noted "this is the first year that color has been a factor in the TV antenna business," pointed out that "many people now buying b&w sets today are putting up quality antennas in anticipation of an eventual switch to color."

FM stereo has failed to produce anticipated business, there was general agreement—and also a few dissident votes. Majority opinion held that FM stereo is a comer—but antenna boom can't develop until (1) there's more FM stereo programming, (2) there's greater public appreciation of need for outdoor installation to improve reception. Consensus: FM stereo sales are rising, but anticipated surge has not yet developed. FM stereo is a comer.

Not so, contended several manufacturers who reported big things with FM stereo antennas. All Channel's Dorosin termed FM stereo business "excellent." Channel Master's Harris told us FM "is growing at faster rate than our regular TV business, which also is up considerably." Finney's Finneburgh was most optimistic: "Stereo is growing by leaps and bounds. It has added 30-40% to our FM business so far this year." He estimates that 75% of stereo sets sold today include an outdoor antenna installation. While all antenna makers agreed that stereos should be sold with outdoor antennas for maximum performance, most believe 75% estimate is on high side.

Uhf produced no disagreement among 8 antenna makers. This is future business, and current talk about all-channel sets has produced little or no extra market. Several antenna makers told us uhf sales are gaining, but consensus was that a surge is still years away and can't start to produce any material sales change until considerably more uhf stations go on air. Other points of interest covered:

Antenna discounters are becoming something of factor in field, but only in low-end products at present

time. Snyder Mfg. Pres. Benjamin L. Snyder told us that "discount stores & variety chains have become our biggest outlets." Snyder Mfg. is "practically out of the outdoor antenna business," is "concentrating on indoor types." We found considerably more con than pro on this subject. Channel Master's Harris pulled no punches. "This is a disservice to the industry," he described discount operation. "We make some 400 different models of antennas for price range and to meet all reception problems. The casual buyer who buys his antenna from a discount counter may well find himself shortchanged so far as quality reception is concerned." Most manufacturers told us discounting is becoming sensitive area and consensus was that discounters or mass merchandisers would become bigger factor in business.

Electronic antennas are developing into big, promotable factor in antenna business, and most manufacturers are now producing them. Taco's Brown summed it up: "Amplified antennas are the big thing today. They're our main push." JFD's Finkel—"Amplified antennas are really taking hold. This is an area that can be built up." Single dissident note—and an emphatic one—came from Trio's Wade.

"We don't make boosters because we don't believe in them," he told us. "In our opinion they don't give value received. We worked with them 8-9 years ago and found them impractical then. When you boost the signal you also boost the noise. Nothing replaces stacking in my opinion. You take 2 ordinary antennas and stack them and you'll get fine reception. Boosters represent added cost to the consumer, and they also represent added troubles for the manufacturer. You expose items like boosters to the elements and trouble soon develops. We don't believe in them."

Accelerating trend in antenna field is to dual-purpose antenna that can be used for both TV & FM stereo. The Finney Co. has introduced a patented line of 3 "Combine" antennas for TV-FM use. However, Winegard will introduce this week its "Stereotron"—new high-gain, 8-element antenna for stereo. It will list for $23.65. Also available is a "Stereotron" amplifier with twin nuvistor tubes, listing for $39.95. Sales mgr. Fleming told us "we do not recommend a single antenna for dual TV-FM service." Conversely, All Channel's Dorosin said "we favor a single antenna for TV & FM because of economy & installation simplicity." Consensus: most manufacturers have dual-purpose antennas as well as individual types for TV & FM, but their use depends on situation. Channel Master's Harris put it this way: "Most of our quality fringe area antennas are dual purpose. However, there are cases where separate antennas are needed."

Replacement market is among the more exciting prospects for antenna makers. "The replacement market is an absolute reality," Channel Master's Harris said. "The old ones are coming down. The antenna industry has a solid base in replacement business alone." Winegard's Fleming told us: "We are now basically in a replacement market. When people purchased their TV sets several years ago they had no choice in antenna selection. They bought the set and the installation. Today, they know about antennas and they shop for them, as they shop for other products." Taco's Brown—"The TV replacement market is excellent and accounts for about 90% of business today."

TV-RADIO PRODUCTION: EIA statistics for week ended Aug. 31 (35th week of 1962):

	Aug. 25-31	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	146,940	155,142	143,364	4,275,610	3,842,001
Total radio	389,153	550,949	421,698	12,173,792	10,378,985
auto radio	131,631	270,377	154,430	4,411,683	3,311,668

TOPICS & TRENDS

Transistorized TV circuit, using silicon planar transistors, has been designed & constructed by Fairchild Semiconductor. The 19-in. set, capable of operating from 110-v AC or 12-volt battery, uses 3 new transistor types, contains 22 transistors & 13 diodes. It's designed to compare favorably with "top-of-line" tube sets, according to Fairchild. The new transistors (horizontal output, 2 AGC types) are now available in sample quantities to manufacturers interested in Fairchild's transistorized receiver design.

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New uhf converter has been announced by Gavin Instruments Inc., Somerville, N.J., headed by Joseph Kerner, former Blonder-Tongue sales mgr. Single-tube unit has nuvistor circuit, lists at $24.95.

Amazing comeback of tape recording was detailed by Columbia Records mktg. vp William P. Gallagher, pres. of Magnetic Recording Industry Assn. at World's Fair of Music in Chicago. Retail sales of recorded tapes exceeded $10 million last year, and will go up at least 20% this year. Blank tape sales for 1961 were $50 million and should grow at rate of 20% a year, reaching $100 million in 1965. At least 16 U.S. companies are making magnetic tape, more than double figure of just 2 years ago.

Some 600,000 domestic tape recorders were sold in U.S. last year, said Gallagher—up from 500,000 in 1960. He predicted 20% increase in this field for 1962. Japan shipped 800,000 recorders to U.S. in 1961 (including about 500,000 "toys" in $35-&-under price range). Japanese imports this year will about double last year's figure, he estimated.

Trade Personals

Kenneth W. Bilby, RCA public affairs vp, elected an exec. vp.

John L. (Jack) Hanigan, vp-gen. mgr. of Corning Glass electrical products div., resigns to become exec. vp, gen. mgr. & board member of Dow-Corning Corp. (silicones). Corning Glass TV products dept. mgr. **Allen W. Dawson** last week was elected a vp, as were electronics dept. (components) mgr. **Malcolm Hunt** & lamp dept. mgr. **Forrest E. Behm.**

Dr. Allen B. Du Mont named one of 3 public governors of American Stock Exchange . . . **H. Leslie Hoffman** named chmn., Hoffman Electronics, succeeded as pres. by **Stanley W. Horrocks**, former exec. vp of North American Aviation's Autonetics div.

B. K. Wickstrum, ex-Sylvania senior vp, elected pres. of General Time Corp.; **Don G. Mitchell**, former GT&E & Sylvania pres., named chief exec. officer; former General Time pres. **Donald J. Hawthorne** elected chairman. Mitchell also was elected to board of Indiana General Corp.

Roland Kalb, onetime Herold Radio & Electronics chmn. & pres. of subsidiary Steelman Phonograph & Radio, named Pilot Radio gen. mgr., a new post.

Darrell H. Boyd appointed by Revere Camera to new post of project mgr. for automatic tape cartridge system (Vol. 2:32 p7).

Carl E. Lantz, Admiral Sales Corp. pres., will head panel on distribution policy at National Industrial Conference Board's marketing conference Sept. 20 in N.Y.

Martin B. Shellenberger, ex-Philco, appointed Sylvania Home Electronics sales promotion mgr., succeeding **Robert J. Higgins**, named mktg. administrator . . . **Gene Gold**, onetime Philco and Crosley, named gen. sales mgr. of Montreal-based Fleetwood Corp.'s new U.S. sales division (609 Fifth Ave., N.Y.).

Robert C. Sprague, Sprague Electric chmn., reappointed 1962-63 chmn. of EIA's electronic imports committee; **J. A. Milling**, pres. of Howard W. Sams' Sams Div., renamed chmn. of EIA distributor relations committee.

William P. Gallagher, Columbia Records mktg. vp, elected pres. of Magnetic Recording Industry Assn. Other officers elected: **W. G. Paradis** (Warwick Mfg.), vp; **Herman Kornbrodt** (Audio Devices), secy.; **Herbert L. Brown** (Ampex), treas.

Myron S. Friedman promoted to gen. mgr. of Allied Radio's New Stores Div.

David Libsohn, pres. of bankrupt General Magnetics & Electronics which has been acquired by Estey Electronics, appointed gen. mgr. of Estey's General Magnetics & Electronics Div.; **Trevor Kendall**, former GM&E chief engineer, retains that post in new division.

Robert Blumenthal, ex-RCA district sales mgr., joins Raymond Rosen & Co., Philadelphia, as mgr. of dealer development.

TV-appliance-furniture dealer **Oran Gragson**, mayor of Las Vegas, last week won GOP nomination for governor of Nevada.

James McLeod promoted to Page engineering dir., succeeding vp & engineering dir. **Francis M. Ryan**, retired.

Obituary

Moorhead Wright, 56, GE senior consultant on community & business relations and longtime administrator of company's management training program, died Sept. 3 in Northern Westchester Hospital, Mount Kisco, N.Y. He joined GE in 1927 as an electrical engineer.

Charles O'Connell, 62, former classical music dir. for RCA Victor records, died Sept. 1 in Pennsylvania Hospital, Philadelphia. He retired from the firm in 1944, but continued to write liners for RCA Victor albums.

■

Philco warned workers at Philadelphia-area plants that it may pull out of the Quaker City if they continue to substitute walkouts for contract-specified grievance procedure. In wake of recent 3-day walkout (Vol. 2:34 p11), industrial relations vp Robert M. Jones notified 4,500 workers by mail that Philco "has no alternative but to begin to make plans to close its operations here" unless walkouts stop. Walkout was 2nd since Ford acquired Philco. Jones said "no company can permit its production to be interfered with if it intends to stay in business." He added: Philco "is willing to try again, hoping that in the event of future disputes you & the union officials will follow the terms of the contract."

Zenith in local TV: Zenith has told distributors & dealers that it will pick up half the cost if they sponsor *Championship Bowling* on their local TV stations. This is first time Zenith has earmarked co-op funds for specific TV series. Firestone Tire is making similar arrangement with its distributors & dealers. *Championship Bowling* is produced by Walter Schwimmer, who produced *World Series of Golf* in color on NBC-TV Sept. 8 & 9, sponsored by Zenith & Amana.

Lawrence Gould appointed Microwave Assoc. exec. vp.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Lab for Electronics	1962—qtr. to July 27	$ 15,363,000	——	$ 31,000	$0.02	1,298,087
	1961[1]	——	——	——	—	——
Meredith Publishing	1962—year to June 30	69,300,000[5]	——	2,098,000	1.58	1,331,212
	1961—year to June 30	60,200,000	——	2,514,277[6]	1.90[6]	1,323,866
Paramount Pictures	1962—6 mo. to June 30	——	——	1,701,000	1.01	1,681,681
	1961—6 mo. to June 30	——	——	4,420,000[2]	2.62[2]	1,684,481
	1962—qtr. to June 30	——	——	572,000	.34	1,681,681
	1961—qtr. to June 30	——	——	1,970,000[3]	1.17[3]	1,684,481
Times-Mirror	1962—28 wks. to July 15	74,881,704	——	2,307,000	.54	4,300,492
	1961—28 wks. to July 15	63,288,670	——	2,379,802	.56[4]	4,282,434[4]
	1962—16 wks. to July 15	44,369,255	——	2,144,295	.50	4,300,492
	1961—16 wks. to July 15	37,571,163	——	1,640,375	.39[4]	4,282,434[4]
United Artists	1962—6 mo. to June 30	62,066,000[5]	$ 3,868,000	2,003,000[5]	1.15	1,741,473
	1961—6 mo. to June 30	57,865,678	3,673,207	1,893,207	1.09	1,741,473

Notes: [1] Comparison unavailable. [2] Before investment profit of $422,000 (25¢ a share). [3] Before investment profit of $22,000 (1¢). [4] Adjusted to reflect 2% stock dividend Jan. 1962. [5] Record. [6] Includes non-recurring credits of $435,000 (33¢).

Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
Arvin Industries	Q	$0.25	Sep. 28	Sep. 10
Clevite	Q	.35	Sep. 27	Sep. 14
Corning Glass	Q	.37½	Sep. 28	Sep. 17
Decca Records	Q	.30	Sep. 28	Sep. 17
Newark Electronics-A	Q	.06¼	Sep. 28	Sep. 15

Report & comments available: CBS, report, Steiner, Rouse & Co., 19 Rector St., N.Y. 6 • **RCA,** comment, Oppenheimer, Newbord & Neu, 120 Broadway, N.Y. 5 • **Thompson Ramo Wooldridge,** discussion, Abraham & Co., 120 Broadway, N.Y. 5 • **"Electronics,"** pamphlet review, A. M. Kidder & Co., One Wall St., N.Y. 5 • **AB-PT,** pamphlet review, Sprayregen, Haft & Co., 26 Broadway, N.Y. 4 • RCA, discussion, H. Hentz & Co., 72 Wall St., N.Y. 5 • **Raytheon,** discussion, Amott, Baker & Co., 150 Broadway, N.Y. 38.

Mergers & acquisitions: Estey Electronics has acquired assets of **General Magnetics & Electronics,** Flushing, N.Y. manufacturer of tape recorders. General Magnetics, recently involved in a Chapter XI proceeding, will become an Estey division, sell its recorders under Germark label. Estey will pay up to $180,000 for assets, comprising equipment, accounts receivable, inventories • **Fairchild Camera & Instrument** will acquire for cash **The Davidson Co.,** division of Mergenthaler Linotype. Davidson makes precision offset presses. Acquisition is subject to approval of Mergenthaler stockholders.

Electronics Capital Corp. will distribute to stockholders some 245,000 of its 666,667 shares of Potter Instrument. Distribution will be made on about Oct. 22, to holders of record Sept. 28, on basis of one share of Potter for each 10 shares of ECC common held. ECC has 2,449,852 common shares outstanding.

New plants & expansions: Admiral has acquired cabinet maker **Arvidson Cabinet Co.,** Rockford, Ill. Acquisition will double Admiral's cabinet production to 1,500 daily • **Motorola** will add 85,000 sq. ft. to its Chicagoland facilities in Franklin Park, Ill. this year "primarily for the warehousing of TV & stereo phonographs" • **GE** will open 4,000-sq.-ft. Servicenter in Richmond, Va. (4011 W. Broad St.) this fall to repair radios, portable phonos and electric housewares. It will be GE's 34th Servicenter. Six additional units are slated for 1962 opening • **Motorola Communications & Electronics** has established offices in Atlanta to coordinate operations in southeastern U.S.

FTC charges against Emerson subsidiary Jefferson-Travis were dismissed by hearing examiner. Jefferson, which manufactures TV cabinets exclusively for Emerson, was charged with granting discriminatory prices & advertising allowances to favored retail customers in 1960. Examiner noted that firm had discontinued that portion of its business, wasn't likely to resume it because of relationship to Emerson.

Tung-Sol will close its Washington, N.J. tube plant over next 18 months, transfer operations to Weatherly, Pa. facility which will be expanded by 25,000 sq. ft. Pres. Milton R. Schulte attributed closing of 10-year-old plant to declining tube market, increasing foreign competition, replacement of tubes by transistors.

New small business aid: 101-page *Federal Handbook for Small Business,* released jointly by Senate Small Business Committee, White House Small Business Committee & Small Business Administration. It's free, from Senate Committee or SBA, Washington 25.

National Electronics Conference Oct. 8-10 in Chicago will hear Oct. 10 luncheon address by Dr. Jerome Wiesner, special scientific advisor to President Kennedy.

Don G. Mitchell, former Sylvania pres. & chief exec. officer, elected a dir. of Indiana General.

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WEEKLY

Television Digest

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The authoritative service for executives in all branches of the television arts & industries

WITH THIS ISSUE: Text of FCC Proposed Rule-Making on All-Channel Sets (Supplement)

SUMMARY-INDEX OF WEEK'S NEWS

Broadcast

FCC SPELLS OUT ALL-CHANNEL PROPOSAL in suggested rules—follows industry recommendations straight down the line (p. 1).

CABLE PAY TV IN SOUTHWEST—BIG MONEY & big names corralled in Telemeter franchise for Southwest—CATV operator Midwest Video at focal point (p. 2).

NEW SCHOOL-TV allocation of non-broadcast frequencies eyed by manufacturers as significant equipment market. FCC's Parker tells EIA service may be ready by Jan. 1 (p. 2).

FIRST FM STEREO NETWORK BUY made by GE for TV, FM & stereo lines. Purchase is hour-long music show to be distributed via tape to QXR Network (p. 3).

LAWYER RIPS FCC PROCEDURES—Columbia U. Law Prof. William Jones finding comparative hearings a mess, mostly unnecessary (p. 5).

THE INDIANAPOLIS SPLIT, 4-3 vote for Crosley-WIBC deal, foreshadows hard road for similar future settlements (p. 6).

Consumer Electronics

STATE-OF-INDUSTRY, as outlined by EIA Pres. Horne: 1962 factory sales of $12 billion; consumer products rising $100 million from 1961. Inventories seen posing no problem (p. 7).

FM STEREO COMPLAINTS minor, Kassens tells manufacturers. Official hi-fi definition tentatively approved. EIA launches drive to recruit more consumer product makers (p. 7).

19-IN. AT $129.95 in new Admiral promotion, as deluxe set is dropped in at $139.95. Company introduces 11-set color line topped by $1,500 combo (p. 8).

LITTON INDUSTRIES active in TV imports, claiming to be 2nd largest in field. Its Westrex subsidiary imports 2 models for discount chain and other exclusive outlets. Delmonico confident of winning more than 1% of U.S. TV market this year (p. 8).

JULY SALES STRONG, TV dealer purchasing rising 10% over July 1961, with radio up 22% for month (p. 10).

FCC SPELLS OUT ALL-CHANNEL PROPOSAL: FCC's implementation of all-channel-set law is running according to plan. Last week, new proposed rules were issued, and industry invited to comment on them by Oct. 22, reply comments by Nov. 1. (Since proposal has such broad application to both manufacturing & telecasting, and because it's first measure of its kind in FCC history, we're including full text herewith as Special Supplement to all subscribers—extra copies available at nominal charge.)

Commission incorporated industry's recommendations—uhf noise no greater than 18 db, sensitivity no greater than 8 db above that of vhf in the set. Also, as we indicated, FCC proposes that all sets manufactured after April 30, 1964, must meet new standards. A certification procedure, showing compliance, is spelled out (see Supplement). In addition, a carton-marking system is proposed—so that everyone will know if set is shippable in compliance with law.

Explaining its proposal, Commission listed considerations described earlier (Vol. 2:32 p2, et seq.), including: (1) No undue financial burden on industry. (2) Technical specifications as requested by manufacturers—well within state of art. (3) Time given for receiver improvement. (4) Time allowed for tuner makers to meet demand—10-15 times present uhf output.

Commission also said it hopes, "and has been encouraged by industry reports," that percentage of

all-channel sets will increase substantially—maybe up to 20% or more—even before new rules are effective. It noted that 8.35% of sets produced in first half of 1962 were all-channel, compared with 5.28% in same 1961 period. FCC last week dismissed the 8 famed deintermixture cases, saying it was putting faith in all-channel sets instead.

CABLE PAY TV IN SOUTHWEST—BIG MONEY, BIG NAMES: Including a Rockefeller (Winthrop) —no less—a dazzling array of names representing financial power and show-business knowhow has been assembled to push Paramount's (Telemeter) coinbox system of pay TV in southwestern U.S.

Sparking group is C. Hamilton Moses, ex-pres. of Ark. Power & Light Co., now pres. of big CATV operator Midwest Video Corp., which has been fighting through courts, opposed by theatermen, to put cabled toll-TV into Little Rock, Ark. Moses said group—named Home Theatres Inc. (HTI)—plans cable-only system, same as Telemeter's Toronto installation.

Breakdown of ownership in HTI wasn't supplied, but following were listed as stockholders—and note that spectrum shrewdly includes theater owners, publisher-broadcaster, big TV series producer, top-name actor, sports:

John W. Allyn, co-owner of Chicago White Sox; D. H. Byrd, Ling-Temco-Vought, Dallas; E. O. Cartwright, investments, Dallas; A. B. Cobb, Ark. "business executive & bank director"; Trammel Crow, building contractor, Dallas; A. E. Dahl, chmn., American National Bank, Rapid City, S.D.; Stanley & Richard Durwood, owners of movie chain with Kansas City hq; David Grundfest, chmn. of Sterling dept. stores (90 of them); Walter Hussman, owner of KTAL Texarkana and group of southwestern newspapers; Frank Newell, "insurance executive"; Leonard Phillips, oilman & pres. of Assoc. Chambers of Commerce of La.; TV's Dick Powell; movies' John Wayne; Lloyd B. Sands, Hunt Oil Co. (and son-in-law of massive-fortuned H. L. Hunt).

Speculation is that plans include home states & towns of many of foregoing—Dallas, Houston, Kansas City, Oklahoma City, etc.

Regardless of how much they've committed to HTI—even if it were token at this stage—mere fact that foregoing have joined together and announced participation is something to reckon with.

Pay-TV, a la Telemeter—or any other way—has yet to prove itself, of course, but telecasting industry is keeping sharper & sharper eye on the decades-old concept, just as it is on related CATV industry.

On-air test of Teleglobe system over KTVR Denver awaits FCC action, meanwhile. It's assumed that Commission will give it go-ahead within a few weeks, though questions have been raised, it's understood, as to whether financing is adequate.

Another big firm interested in pay TV is Brunswick Corp., Chicago-based bowling equipment mfr. Its vp R. W. Lutticken has been exploring field, says: "It's premature to call it 'an interest.' We're curious about something that might have a potential—like many other fields we're studying. However, it's our impression that whoever gets there firstest with the mostest will capture the market. We don't know yet what our interest might be—manufacturing, franchisee, or what."

MANUFACTURERS EYE NEW SCHOOL-TV PLAN: Dimensions of equipment market opened up by FCC's proposal to set aside special non-broadcast frequency band for classroom TV could be quite substantial—and manufacturers began taking look at this field at last week's EIA fall conference in N.Y.

Although no vote was taken on endorsement of Commission's plan, comments by manufacturers at special meeting were favorable, and there seems to be no opposition in sight from any quarter. FCC engineer McIvor L. Parker explained proposal, which would permit schoolcasting on special channels high above uhf band (Vol. 2:31 p5).

Two bands have been proposed for service—either 1990-2110 mc (shared with TV STL & intercity relay) or 2500-2690 mc. Former frequencies could accommodate 19 channels, latter 31, but lower band has advantage in that its propagation characteristics "should not be markedly different" from upper uhf band.

Parker estimated that special school TV transmitting installation would cost about 1/3 of standard broadcast station, that low power could cover an entire school district. Because of directionality of signals, co-channel separation could be as little as 10-12 miles.

Many schoolmen are quite excited about prospect of new service and educators at meeting said most school districts are talking in terms of 5-6 channels each. Parker said about 10-15,000 such school stations could be accommodated on nationwide basis. He estimated that any school district with budget of $50,000 could afford the service. Fringe advantage of system: It could free regular broadcast channels from specialized schoolroom teaching use.

Recommendation was made at meeting that regular TV sets could be used with special high-band converter on master antenna distribution system. Equipment opportunities listed by Parker: Master antenna distribution equipment, studio gear, transmitters, receivers, converters.

Parker said system rules could be in effect by next Jan. 1. Adler Electronics Pres. Ben Adler, whose company tested system for FCC, said he favored lower of the 2 bands despite smaller number of channels available there, because equipment could be developed more quickly for those frequencies. He urged fellow equipment makers to act fast to develop equipment for big new school TV market.

• • • •

Educators are worried to death, meanwhile, by developments in House Appropriations Committee. HEW Dept. had asked for $4.75 million to start the $32 million aid-to-ETV program passed by Congress—but there appears to be campaign against giving HEW the money. Rep. Bow (D-Ohio), particularly, has seized on 2,000-mc ETV concept, telling colleagues to wait for it because it's much cheaper than regular ETV stations. Raymond Moley, in Sept. 17 *Newsweek*, took tack that use of 2,000-mc system will keep govt. from dictating to schools. "If Federally subsidized ETV gets established," he said, "the public schools of this country will be teaching largely what the U.S. Office of Education provides from them." HEW has rushed a report to Committee, in effort to show that the 2 systems are totally different, both valuable.

GE BUYS "FIRST NETWORK STEREO SHOW": Big step forward for FM stereo has been taken by QXR Network and GE with signing of national-level program purchase by GE in new medium. The buy: a weekly 55-min. pre-taped stereo radio show starring Victor Borge scheduled on 40-station QXR lineup, beginning Oct. 3.

QXR Pres. James Sondheim hailed deal last week at news conference in N.Y. as "breakthrough in stereo and network broadcasting." It is all of that. However, show won't be "network" in traditional AT&T-lines sense, nor will it be fed to QXR affiliates by air relay.

Distribution of show will be by tape, with WQXR N.Y. acting as production base. Majority of outlets will carry it Wed. 9-10 p.m. Initially, about half of FM "network" will carry series in stereo, others mono. GE hopes for all-stereo station lineup within 6 months, however.

GE plans to sell TV & stereo sets in commercials: monochrome, color, stereo FM combinations, home music systems, educational kits. Purchase, for initial run of 6 months (with options to renew), was made at national level through GE agency Young & Rubicam. GE dealers will create tie-in with store promotions and local commercials.

Program's format is variation of disk jockey formula, with Borge providing dryly humorous prefaces and anecdotes about music selections taken from available stereo records and tapes. Borge will tape commentary on his Vibo farm (where he has profitable sideline raising Rock Cornish hens), with editing & mastering handled in N.Y. by WQXR.

CURRENT CAPSULES

Two radio stations received sharp warnings from FCC last week. In letter to WLLE (formerly WSHE) Raleigh, N.C., Commission said it would allow Feb. 6 transfer from Raleigh Bcstg. Corp. to Raleigh-Durham Bcstg. Inc. to stand, despite nature of programming on first day under new owner. Station was charged by FCC with irresponsibility for carrying on promotional stunt in which one record was played repeatedly, interrupted by "discordant sounds," jokes and comments—one off-color. WLLE also was cited for using incorrect call letters. Commission said it would overlook carrying-on since they were confined to first day's operation, and

station has promised they wouldn't be repeated. Comr. Bartley dissented, voted for hearing. In other action, Commission granted one-year renewal to WCGA Calhoun, Ga., charged with operation below authorized power since 1956, failure to comply with FCC warnings, and failure to file annual financial report within required time. Commission told station it would be under scrutiny until Sept. 1, 1963, to give station "opportunity to demonstrate your compliance with the Commission's rules and regulations."

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Broadcasters will have breathing spell, at least until new Congress convenes early next year, from multitude of committees probing every facet of industry from ratings to "sex-&-violence." Staffers of Sen. Dodd's (D-Conn.) Juvenile Delinquency Subcommittee (Vol. 2:21 p1 et seq.) claim no knowledge of plans for further hearings, but they report they're watching season's new crop of shows closely—and don't see much improvement. They also report continued progress on drafting of legislation affecting networks and/or programming—presumably to be introduced at next session.

Also good bet for early next year are hearings on ratings. Rep. Harris's (D-Ark.) Regulatory Agencies Subcommittee has been collecting facts & figures on polltakers for past year. It's too late for hearings this session, but Harris is likely to launch one early in 1963.

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CBS and its Columbia Record Club denied restraint-of-trade charges all down the line in response to FTC June 25 complaint (Vol. 2:28 p4). FTC had charged them with entering exclusive arrangements with competing record manufacturers, foreclosing access by mail-order competitors to more than 1,000 LP records by 450 artists. CBS said contracts cited by FTC not only were isolated cases but had been rendered ineffective long before complaint was filed and that competitive clubs have sold records of competitive record companies. In addition, CBS denied that retailers are forced to pay more for records than Club members, and asserted FTC is wrong in claim "that the purported usual retail prices listed in advertising for records offered to club members are higher than the actual customary selling prices, and consequently purchasers do not realize claimed savings." Meanwhile, CBS & Club were among those cited in $900,000 restraint-of-trade suit filed in federal court by Record Club Inc., Hollywood. Other defendants: Liberty, United Artists, Warner Bros., Mercury, Kapp, Verve.

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Doors closed to TV-radio in House of Representatives and courts are "unreasonable anachronisms," CBS Chmn. William Paley told CBS radio affiliates convention in N.Y. "All of us," he said, "in broadcasting and outside of it—ought to fight this stubborn and pointless discrimination in every way we can until it goes the way of every other survival of the dark ages."

Relaxation of multiple-ownership rules, proposed by FCC in Dec. 1960 (Vol. 16:50 p9), was finally rejected by Commission. In companies with 50 or fewer stockholders, FCC had proposed not to count, in figuring maximum holdings, stockholders owning 5% or less—if they don't exercise any control over station. So, present rules remain. Said FCC: "It is particularly in these small corporate situations that opportunity is presented for stockholder influence, often without relation to size of stockholding." Comr. Cross dissented.

Superpower uhf antenna capable of radiating 5 megawatts has been shipped by RCA to WSBT-TV South Bend (Ch. 22). The 144-ft. slotted-cylinder antenna has gain of 46 with rated input power of 110 kw. RCA bcst. & communications products div. gen. mgr. C. H. Colledge said delivery schedules for rest of year indicate a fivefold sales increase for uhf transmitters and threefold gain in uhf antennas over 1961.

St. Louis Ch. 11 "ex parte" case has been dismissed by FCC, as anticipated (Vol. 2:37 p4). Commission said its investigations uncovered no skulduggery.

"Monopoly Problems in the Communications Industries" is subject of Sept. 18 luncheon speech by Rep. Celler (D-N.Y.), Judiciary Committee chmn., during Sept. 17-19 convention of National Mobile System in Statler Hotel, Washington. Luncheon honors FCC commissioners. Comr. Lee speaks at Sept. 19 banquet, subject not yet indicated.

New Starkville, Miss. CATV system is being constructed for Starkville TV Cable Co. by Davco Electronics, Batesville, Ark., using Entron equipment. Davco also has 4 other systems abuilding, in Corinth, Miss., Poteau, Okla., 2 on La. military bases. Jim Davidson is Davco pres. In Logansport, Ind., Jerrold Electronics has obtained franchise, will build own system.

Secret Communist propaganda radio stations have tripled broadcasts to free world in last 5 years, reaching 3,680 hours weekly June 30, 1962, USIA reports, in "Developments in Communist Bloc International Broadcasting in the First Half of 1962."

"A Red-Hot Hundred," Sept. 14 *Life Magazine* feature on outstanding young people, includes FCC Chmn. Minow. Article says group is typical of "the take-over generation."

LAWYER RIPS FCC PROCEDURES: "Provocative," to say the least, is latest analysis of FCC processes. Now circulating among Commission & industry attorneys is 230-page report — "Licensing of Major Broadcast Facilities by the FCC" — prepared for President's Administrative Conference, a high-level govt.-industry body designed to improve govt. processes. It gets into programming, "minority tastes," citizens advisory committees, overcommercialization, etc.

Report is work of Columbia U. law Prof. William K. Jones. It's his alone, may never get anywhere—but it will stir up disputes. It goes to Committee on Licenses & Authorizations, then to Conference, then to President—who can refer it to FCC, ask Congress for legislation based on it, or junk it.

FCC lawyers say report is "superb" analysis of its procedures—but most find most of his recommendations unsound. Basically, Jones believes comparative-hearing situation is a mess—most hearings totally unnecessary, particularly those involving technical matters. His recommendations:

(1) Amend Communications Act to: (a) eliminate evidentiary hearing where there's no "substantial & material question of fact," (b) "make clear that the ultimate question of whether the public interest requires a particular decision, or the preference of one proposal over another, does not in itself present a 'substantial and material question of fact,'" (c) allow FCC, in choosing among competitors, to have comparative hearing—or award license on first-come basis, or set up system of priorities favoring one class of applicant over another, or auction off licenses to highest bidder, or combination of foregoing.

(2) Give FCC enough money to: (a) provide it with new quarters, (b) increase staff, (c) raise salaries, (d) get more economic & statistical analysis.

(3) FCC should change procedures to: (a) give examiners more power in deciding interlocutory issues in hearings, (b) limit use of comparative hearings, (c) "encourage the formation of Citizen Advisory Committees . . . to represent minority tastes . . . and to assist the Commission in assuring that broadcast facilities meet the minority needs of their respective communities." Such Committees would consult with broadcasters and participate in renewal proceedings, (d) make broadcasters avoid "excessive commercialization, preferably by a general rule prescribing quantitative limitations, (e) "avoid the formulation of any programming criteria—including instructions to its own staff—which are not fully publicized and subjected to some form of public scrutiny or debate."

"Provocative" indeed—and not likely to find much support, even at FCC. But Jones' summary of FCC procedures is considered first rate, and top Commission attorneys say it can serve as a "primer in depth" for newcomers.

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Composite week for program log analyses, for TV-AM-FM licenses expiring in 1963 and for applications seeking major changes in facilities, comprises following dates established by FCC: June 10, 1962; Feb. 19, 1962; Feb. 20, 1962; March 7, 1962; Nov. 16, 1961; May 11, 1962; Sept. 30, 1961.

Exceptional broadcast symposium scheduled for Sept. 27-29 at Willard Hotel, Washington, by IRE's Professional Group on Broadcasting, includes papers on following: effects of antenna VSWR on FM stereo, by P. K. Onnigian, Jampro; vhf & uhf translators, Dr. B. W. St. Clair, Electronics, Missiles & Communications; airborne uhf propagation, R. S. Kirby & A. P. Barsis, Bureau of Standards; vhf & uhf measurements behind trees, A. H. LaGrone, et al., U. of Tex.; Telstar, C. C. Chapman, Bell Labs; modern radio station, Harry Dennis, WERE Cleveland; WBAL-TV Baltimore's new center, J. T. Wilner, Hearst Corp.; WCBS & WNBC joint plant, Ogden Prestholdt, CBS; TV station break automation, Saul Meyer & Arthur Freilich, Chrono-Log Corp.; pulsed projector light source, A. W. Malang, ABC; color camera developments, H. N. Kozanowski & S. L. Bendell, RCA; TV tape improvement possibilities, Charles Anderson, Ampex; "Iowa" color system, R. M. Morris, ABC, & W. L. Hughes, Okla. State U.; SECAM color system, author not indicated; closed-circuit techniques, I. S. Rosner, Rosner TV Systems Inc.; transistorized audio ABC amplifier, N. J. Hudak, GE; time domain correction of TV signal degradation, J. R. Popkin-Clurman, L. I. Chromatel Inc.; IO camera operational improvements, J. F. Wiggin, et al., GE.

Crack in AFTRA pressure on educational WNDT N.Y. was hinted last week. Station planned to go on air with 3-hour inaugural telecast Sept. 16 featuring FCC Chmn. Minow, USIA Dir. Edward R. Murrow, Educational Bcstg. Corp. Pres. Dr. Samuel Gould, despite boycott by talent union. During last week's negotiations between station & union officials, AFTRA national counsel Mortimer Becker denied his group is demanding that all teachers appearing on station join union. Teachers assigned to WNDT by Board of Education aren't involved, he said. Basic issue is re-use of taped programs and appearances by teachers and specialists on programs not given by Board; these, he said, have always been represented by AFTRA. Rates for these performers will be cut sharply, Becker stated, but they should be covered by union. Meanwhile, Sept. 10 *N.Y. Times* warned in editorial that "irresponsible & foolhardy" prolonged pressure on outlet by AFTRA could destroy WNDT.

Attack on illiteracy has been launched by KMOX-TV St. Louis, beginning Sept. 17 with daily half-hour program to teach reading, writing & spelling. Series will be carried on *PS 4*, 6:30-7 a.m. Mon.-Sat., repeated on educational KETC, 7:30-8 p.m. Mon.-Fri. KMOX-TV public affairs dir. Parker Wheatley claimed no other U.S. TV station is making such effort to provide this type of "grass roots" education. He said there are estimated 67,000 "functional illiterates" in metropolitan area.

Police yourselves or else, NAB Code Authority Dir. Robert D. Swezey warned again last week. Urging support of Codes, he told Mich. Assn. of Bcstrs. annual convention that tighter govt. controls on broadcasting threaten only if "the industry demonstrates that without government intervention, it is incapable of enforcing its own standards."

Nationwide TV coverage could be supplied by 27 airborne uhf transmitters, such as type being considered for ETV, Bureau of Standards' M. T. Decker reports in study: *Airborne TV Coverage in the Presence of Co-Channel Interference.* Available for $2, Report PB 161 635, 83 pp., from OTS, U.S. Commerce Dept., Washington 25.

Personals

George B. Storer, chmn., Storer Bcstg., receives Pulse 1962 "Man of the Year" award, given for making "notable contribution to advancement of broadcast industry," at Pulse 21st anniversary luncheon in N.Y. Oct. 17.

George A. Graham Jr. promoted to NBC Enterprises Div. vp, NBC Films chmn. & NBC International chmn., succeeding Alfred R. Stern, resigning Oct. 1. . . . Ben Brady, ABC-TV Western Div. executive in charge of programming, elected a vp. . . . Mark S. Ellentuck promoted to ABC-TV spot sales business mgr.

E. K. Hartenbower, KCMO Kansas City, named CBS Radio Affiliates Assn. chmn. . . . Ben Wickham, ex-Showcorporation national sales dir. and former WJW-TV Cleveland gen. mgr., appointed TIO station services mgr. . . . E. Robert Mashick, ex-KTLA Los Angeles, named KPIX San Francisco advertising & sales promotion mgr.

Arthur F. Kane promoted to CBS News live & videotape production mgr., succeeded as production supervisor by Gerald Slater; Robert Camfiord becomes a news staff dir., Gerald L. Lawson succeeds Camfiord as film control officer; Frank FitzPatrick advances to CBS News Washington administration mgr., succeeded as film traffic supervisor by William Covell; Clyde Bennett becomes asst. film traffic supervisor.

John L. McClay, former asst. to pres. of Westinghouse Bcstg. Co., named to new post of mgr. of Gannett Co. bcstg. div., headquartering in Rochester, N.Y.

Leonard E. Hammer, ex-NTA Eastern Div. sales mgr., appointed Seven Arts Station Representatives Sales dir., succeeding late Kirk Torney . . . Robert A. Behrens promoted to Official Films sales vp, a new post.

Alan Silverbach, 20th Century-Fox TV international sales dir., also becomes domestic syndication sales dir., succeeding Howard Anderson, who resigns to take post in Mormon Church; William L. Clark promoted to Eastern Div. mgr., N.Y., new Western Div. mgr. will be named soon.

Karl W. Friedline, ex-WFBG-TV Altoona asst. program mgr., appointed WNBF-TV-AM-FM Binghamton program dir. . . . Kenneth S. Armstrong Jr., WJW-TV Cleveland news dir., promoted to news & public affairs dir., taking on duties of Robert E. Huber, recently promoted to program mgr. . . . Frank M. Headley, H-R TV pres., elected to TvB board, succeeding Lewis H. Avery, Avery-Knodel pres., resigned.

Roy E. Morgan, radio WILK Wilkes-Barre, Pa., exec. vp & gen. mgr., appointed to Assn. for Professional Bcstg. Education board by NAB Pres. Collins; he succeeds William Holm, former radio WLPO La Salle, Ill. gen. mgr., who has left broadcasting.

William N. Hawkins, radio CFOS Owen Sound, Canada gen. mgr., becomes temporary gen. mgr., Bureau of Broadcast Measurement, Toronto. . . . Howard W. Moffat promoted to gen. mgr., H & B American's Community Antenna Co., Reno, replacing Jack Sutherland, who continues with firm as consultant.

Charles Clift, ex-*Reporter* staff writer, and asst. to former FCC Comrs. Clifford Durr & Wayne Coy in mid-40's, rejoins Commission as research & education div. specialist. . . . Donald D. Davis, KMBC-TV Kansas City vp, retires, will enter real estate business in Tucson.

THE INDIANAPOLIS SPLIT: Crosley-WIBC deal — latter dropping claims for Ch. 13 Indianapolis and buying Crosley's WLWA Atlanta (Vol. 2:37 p4) — was approved rapidly by FCC last week in tight 4-3 decision.

Dissenter Minow asked, after Commission awarded WIBC Ch. 13: "How can it be consistent with the public interest to permit the parties to treat our public interest judgment as a bargaining counter, nullifying it through private arrangements for private purposes?" He said he thinks WIBC got more than its hearing expenses out of Crosley, buying WLWA below fair price, something forbidden by law. He went on:

"Our process for the resolution of comparative license contests has not, to put the matter bluntly, always won public confidence. The contempt which these parties have displayed for it is paralleled by a widespread public concern for its fairness. There are many who think that our task in comparative cases is an impossible one; there are others who believe that we have mishandled the criteria underlying comparative choice. There is a need for basic re-thinking of the entire procedure. Whatever the ultimate outcome, however, one thing is certain. No lists of criteria, no set of procedures which this agency employs—now or in the future—can win respect unless we ourselves respect them."

Dissenter Bartley also thought WIBC got too much for pulling out, and: "The agreement portrays 2 applicants who would deal away here, by private bargaining, the public interest considerations to which we have devoted careful study."

Dissenter Ford said: "The result . . . does violence to our processes, undermining the integrity of our comparative hearing process." He said he voted for WIBC because of its local ownership but "the willingness of WIBC to abandon its plans for Indianapolis in order to take over a station many miles away tends to rebut the presumption and seriously prejudices the applicant's position." He said he'd prefer looking at case again, implying he might favor Crosley.

Hyde spoke up for majority, said both applicants were qualified, in fact: "Each of the applicants has at some stage of the proceeding been the recipient of a favorable decision. Finally, a proposal to resolve the conflict was submitted which the Commission finds consistent with law and in the public interest. The public interest is also served by bringing this protracted proceeding to a conclusion. Eight years of hearings and litigation are enough."

In light of foregoing views, and with new commissioner E. William Henry due on scene soon, prospects for more such settlements seem very slim.

Copies of color report delivered at International TV Conference in London last summer—"Recent Developments & Current Status of Color TV in the U.S."—by pioneering color expert George H. Brown, RCA research & engineering vp, available from RCA Laboratories, Princeton, N.J.

Institute for Advancement of Medical Communication, parent organization of Council on Medical TV, has moved hq to 9650 Wisconsin Ave., Bethesda 14, Md. Institute will also continue offices at old hq, 30 E. 68th St., N.Y. 21, and 1028 Conn. Ave., N.W., Washington 6.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

STATE OF THE INDUSTRY—GOOD: Electronics will be $13.1-billion industry this year, compared with factory sales of $12 billion in 1961. That was prediction of EIA Pres. Charles F. Horne (pres. of General Dynamics/Electronics & General Dynamics/Pomona) last week at organization's fall conference.

"Continuing pressure of competition, both foreign & domestic," he added, "may keep profits from rising at a comparable rate." He foresaw 1962 factory sales of consumer goods at $2.2 billion (up from $2.1 billion in 1961), industrial equipment $2.4 billion (up from $2.2 billion), military & space products $7.7 billion (up from $6.9 billion), replacement components (including tubes) $800 million (unchanged). Electronics industry has more than 5,000 plants, employs more than 850,000, including 150,000 engineers.

This year's dollar increase in consumer products was attributed to expansion in color, FM stereo & uhf set production. Current factory & distributor inventory levels are 20% greater than last year, said Horne, but "there is no evidence that this build-up will slow down fall production." To emphasize this point, EIA marketing services dept. dir. William Long pointed out that inventories in May were 30% above 1961 levels. "The sales-inventory ratio is satisfactory & manageable," he said.

Horne made these predictions of consumer electronics unit factory sales for 1962: TV, 6.8 million (up from 6.2 million last year); radio (excluding auto), 12.9 million (up from 11.6 million); phono, 4.3 million (up from 4 million). Long predicted that distributor-to-dealer sales would be "in line" with these factory figures, probably "less than 150,000 units away from them."

Two developments "which may have profound effect" on electronics industry within next few years were cited by Horne—President Kennedy's foreign trade expansion bill and all-channel set law. As to their actual consequences, "only time will tell."

EIA president's optimistic predictions for consumer products were underscored in corridor talk at conference. On top of good August sales, September has started off ahead of last year for most TV-radio-phono manufacturers. Official July statistics, released last week by EIA, show distributor TV sales up 10%, radio up 22% from July 1961 (see p. 10).

FM STEREO COMPLAINTS MINOR, EIA TOLD: FM stereo's current problems are merely state-of-the-art difficulties of the kind which can be expected in any new service. So said Harold Kassens, chief of FCC's aural existing facilities branch, in discussion with TV & phono makers at EIA conference last week in N.Y.

Commission has received relatively few complaints about FM stereo problems, Kassens told joint session of radio & phono sections. "I don't feel it's a serious problem," he said. Difficulties can arise from any of several sources, he pointed out: (1) Transmission from station. (2) Receiver manufacture. (3) Failure of dealer to familiarize customer with operation of set. (4) Station's selection of recorded stereo material. (5) Lack of receiving antennas where they're needed.

Kassens said he felt most of the 150-plus stereocasting FM stations are sticking to FCC's transmission standards, and that other complaints are gradually being cleared up. He predicted that about 250 FM stations —or 25% of total—would be on stereo by year's end, that stereo eventually would replace mono on FM.

Kassens had been invited to confer with receiver manufacturers, because—in words of EIA consumer products staff dir. L. M. Sandwick—"the important thing is to take counsel now and not drift apart; all aspects of the industry must grow together—broadcasting, receiving and recording." Other conference highlights:

Long-sought definition of high fidelity, with associated standards of measurement, was tentatively approved by Consumer Products Div. exec. committee under Olympic Pres. Morris Sobin. More than 1,000 firms & individuals have been contacted to help prepare definition, which had been requested by FTC. Tentative definition now will be circulated to top management of hi-fi firms, with final approval scheduled at next EIA quarterly meeting Nov. 20 in San Francisco. (FTC Chmn. Everette MacIntyre addressed closed session of EIA legal committee.)

Two-pronged drive to recruit more consumer product manufacturers into EIA was approved by exec. committee. Noting success of new "section" activity (last week's meeting of radio & phono sections drew 42 attendees from 30 companies), committee voted to form "new products section," which would include manufacturers of such home entertainment products as electronic organs, tape recorders & hi-fi components. Committee also voted all-out drive to enlist TV manufacturers not now EIA members. These include Admiral & Zenith, as well as several smaller manufacturers.

In somewhat related move, EIA board members expressed concern about wide variety of EIA's services now available to non-members. One of particular sore spots is EIA's marketing data service, and there was discussion of possibility of eliminating "free riders" by refusing to supply data to non-members. (Some non-members now receive detailed statistics in exchange for supplying their own figures on production, sales, etc. to EIA's statistical pool.)

Electronic Imports Committee, under Chmn. Robert C. Sprague, was continued. Among its new functions will be presentation of industry viewpoint to govt. in connection with negotiation of new tariffs under President Kennedy's foreign trade program. Board approved plan to hold foreign trade symposium at spring conference in Washington next March, to discuss significance of foreign trade bill and rise of importance of European Common Market with Britain as member.

ADMIRAL 19-IN. PORTABLE AT $129.95: TV prices are staying down, at least for time being, despite talk that tubes & parts may go up soon (Vol. 2:37 p6). In announcing fall drop-ins at week's end, Admiral cut list price of its former $139.95 portable to promotional $129.95 "for a limited period." Set is similar to 19-in. portable carried in early 1962 line at $169.95.

Admiral dropped in new more-deluxe 19-in. set at $139.95, with square-cornered styling, tilted channel indicator, DC restoration, monopole & handle. "Special list prices" were set on remote control portable—$179.95 (single-button) & $199.95 (2-button). Also dropped in were open-list 23-in. wood-cabinet lowboy & combo with FM stereo.

Color line was expanded with 11 new models, all in wood cabinets, topped by $1,500 combo and starting with consolette at $595. Line includes 2 open-list consoles and concentration of 4 models in $695-$750 range. Metal-cabinet consolette (formerly $595) is continued in line with open list.

Admiral also dropped in 3 portable phonos, including first "tilt-out" mono unit ($59.95) & stereos at $59.95 & $79.95. New 6-transistor radio is $14.95.

LITTON ACTIVE IN TV IMPORTS: Quietly and without fanfare, big Litton Industries has been building up TV-radio-stereo import business, which includes—among other things—merchandising of $88 TV sets in chain discount stores.

Litton's consumer product activities are handled by Westrex Co. Alpine, subsidiary of Litton Systems Inc., established 2½ years ago in N.Y. city area (Vol. 17:11 p18). Westrex Alpine, whose first consumer product was German-made portable music system which played grooved tape (Vol. 17:13 p21), is now actively importing TV from Japan, stereo phonos & radios from Germany.

Westrex Alpine uses unique merchandising system, which vp Harry Rich says has made company 2nd largest U.S. TV importer (after Delmonico). Westrex's TVs—sold under "Westar" trade name—are made by Nippon Electric Co. (NEC), with which Litton does large amount of non-consumer electronics business under $60-million contract.

Westrex is currently offering 2 TV models—8-in. at about $99 and 16-in. set weighing 28 lb. at around $119. Big Boston-headquartered F. F.-J. M. Fields Inc. discount chain (owned by Food Fair), with outlets

all over eastern seaboard, is now handling Westar 8-in. set at $88. Westrex's audio line consists of 3 stereo consoles and table radio made by Germany's Tefi Werke, subsidiary of Mercedes Benz.

What is different about Westrex's mode of operation is that it serves as sort of import agency for exclusive dealers—one to a community. Westrex takes orders for items in its short line, which are shipped directly from pier to dealer upon arrival in U.S. Westrex has no warehousing facilities for its consumer products and is in perpetual back-order position, according to Rich. Westrex Alpine doesn't advertise, has small staff. Said Rich: "We bring in these products so that we can save our customers money." Parent Litton Industries has facilities in 38 countries. It purchased Westrex Corp. in 1958 from Western Electric (Vol. 14:21 p18).

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More than 53,000 TV sets were brought into U.S. during 1962's first 8 months—and No. 1 importer by huge margin still is Delmonico International div. of Thompson-Starrett Co. With new competition in TV import field, how does business look to Delmonico?

"We will have well over 1% of the American TV market this year," we were told last week by Delmonico exec. vp Herbert Kabat. "We brought in about 31,000 sets the first half of this year, and we generally do about two-thirds of our business the 2nd half. Our gross this year will be about $16 million; our best year before we had TV was $7 million, and that included about $3 million on transistor radios, in which we no longer specialize."

Delmonico's next TV product will be 16-in. lightweight set, weighing 24 lb. or less and using U.S.-made picture tube with Pittsburgh-type bonded implosion glass. Like Delmonico's 8-in. & 19-in. set, it will be offered in promotional stripped-down "can-be-promoted-as-low-as-$99.95" version, and in more deluxe form at list of around $129.95. Kabat feels ease of transporting is real advantage of 16-in. set.

Although Delmonico is importing a few color sets now, Kabat doesn't feel real market will open until 90-degree tube is available to reduce cabinet bulk. Japanese-made stereo console line continues to sell well, says Kabat—best-seller being stereo-phono-AM-FM-tape-recorder unit listing at $299.95.

Among other major companies now importing TV are Olympic (19-in. wood cabinet table models), Matsushita (14-in. bookshelf set) and Sony (8-in. transistorized battery portable). Toshiba, Hitachi & Hayakawa sets, promised by Transistor World, Sampson & Sharp, respectively, haven't started arriving in quantity yet. Among other Japanese-made sets now on market are Star-Lite & Monarch, both 8-in. Nevertheless, more than 60% of all TVs imported in 1962 have gone to Delmonico.

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World's smallest 7-transistor radio is being imported by Standard Radio Corp., N.Y., U.S. agent for Standard Radio Corp. of Tokyo. "Micronic Ruby" is 1¾ x 1⅞ x ¾ in., weighs less than 3 oz. with battery. It lists at $39.95, will be handled exclusively by Liberty Music Shops, N.Y. until Oct. 15, when it goes into national one-step distribution to selected stores.

It's first product to be exported to U.S. by Standard, which will follow it with 3-band AM-FM-SW 10-transistor portable (at about $100), miniature 2-way radio, 3-watt hi-fi battery radio and other specialty items. Micronic Ruby radio is of modular construction, has output-transformerless speaker.

Philco will close its radio manufacturing plant at Sandusky, O. and transfer production to Philadelphia by early next year. Philco said employment there has slumped to about 300 from a post-war high of 2,000, and there is "no economic justification" for maintaining separate radio plant. Sandusky facility will be sold.

GE has developed new technique for making synthetic diamonds. New process, a "direct transition" of graphite to diamond, achieves pressures & temperatures so high that previously required metal catalyst no longer is needed, GE said.

Admiral opens heavy fall newspaper ad campaign Sept. 24 to promote color TV in 166 markets. Opening 1,600-line ad will be followed by series of ten 800-line dealer signature ads throughout fall season.

Symphonic's shipments for first 8 months of 1962 are 34% ahead of last year, Pres. Max Zimmer announced last week. "Our back-order position is stronger than ever," he added.

Electro-Science Investors has obtained approval of Small Business Administration to relinquish its license as a small business investment company (Vol. 2:35 p12).

TV-RADIO PRODUCTION: EIA statistics for week ended Sept. 7 (36th week of 1962):

	Sept. 1-7	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	121,666	146,940	118,788	4,397,276	3,959,997
Total radio	342,316	389,153	345,848	12,516,108	10,727,741
auto radio	119,938	131,631	111,078	4,663,252	3,425,583

SALES STRONG IN JULY: There were no midsummer doldrums in dealer buying of TVs & radios, official EIA figures showed last week. July sales were hearty—with distributor TV sales to dealers up 10% over July 1961 and radio sales up a thumping 22%.

Radio sales figure is interesting, may possibly indicate changing seasonal pattern. July was year's 2nd best month to date in distributor radio sales—whereas traditional history shows July to be 2nd poorest month in "normal" year.

For first 7 months of 1962, distributor sales of TVs were about 9% ahead of 1961, radios nearly 12% ahead. July distributor sales reflected buying of newly introduced models and therefore can't be considered "normal" month. August figures should have more significant story to tell.

Seven-month production figures show radio output (including auto) passed 10-million figure in July. Interestingly, TV production was below comparable 1961 month for first time in July. FM & auto radio output continued well ahead of last year; uhf TV also was up from July 1961. EIA's distributor sales & production figures, with 1961 comparisons:

TV-RADIO DISTRIBUTOR SALES

Month	TV 1962	TV 1961	Radio (excl. auto) 1962	Radio (excl. auto) 1961
January	465,836	403,570	562,869	471,518
February	521,275	428,705	697,893	640,379
March	580,876	500,597	917,236	853,197
April	364,742	347,800	809,499	672,756
May	310,799	349,098	772,479	735,692
June	480,510	461,974	1,040,598	997,321
July	449,528	409,561	921,089	754,950
TOTAL	3,173,566	2,901,305	5,721,663	5,125,813

TELEVISION PRODUCTION

Month	Total 1962	Total 1961	UHF 1962	UHF 1961
January	488,869	367,935	39,609	25,270
February	541,494	444,418	46,715	24,514
March	659,251	497,458	48,323	21,450
April	510,587	405,808	51,107	19,095
May	474,647	470,399	39,609	22,782
June	620,653	615,118	50,283	34,641
July	336,409	383,378	28,359	23,233
TOTAL	3,631,910	3,184,514	303,805	171,065

RADIO PRODUCTION

Month	Total 1962	Total 1961	Auto Radio 1962	Auto Radio 1961	FM 1962	FM 1961
January	1,350,630	1,090,073	530,589	387,136	76,510	50,421
February	1,464,797	1,115,029	480,232	307,973	84,216	41,357
March	1,810,417	1,384,052	607,510	384,227	81,010	75,044
April	1,472,654	1,124,924	519,296	375,570	63,193	51,260
May	1,444,074	1,196,949	504,846	408,875	62,292	49,705
June	1,721,873	1,626,263	629,004	518,010	92,287	88,808
July	1,134,250	1,030,399	403,946	320,128	68,037	48,114
TOTAL	10,398,695	8,567,689	3,675,423	2,701,919	527,545	404,709

New plants & expansions: Sylvania will build 100,000-sq.-ft., multi-million-dollar receiving tube plant at Brookville, Pa. to replace 3 existing facilities there totaling 60,000 sq. ft. Site preparation has begun on 20-acre tract and plant is expected to commence operations late next year. Senior vp Merle W. Kremer said plant "will help us meet increasing foreign & domestic competition," forecast that "over the next 5 years receiving tube sales will be at the very high rate of 350 to 375 million units annually." • Rauland, Zenith's tube-making subsidiary, has purchased 100,435-sq.-ft. building on 8-acre site in Niles, Ill., contiguous to 18.1-acre tract purchased by Rauland earlier this year (Vol. 2:17 p9). Zenith Pres. Joseph S. Wright said acquisition will become Rauland's general hq & concentrate on production of specialized tubes & electronic products. Move will release "a substantial area" in Rauland's Chicago plant for production of color & b&w TV tubes.

Mergers & acquisitions: TelePrompTer will acquire Conley Electronics, Evanston, Ill., maker of magnetic tape cartridges & related products, for about $1 million if TelePrompTer stockholders approve at special Oct. 9 meeting. TelePrompTer also seeks to borrow $2.4 million from Continental Illinois Bank & Trust, Chicago, will ask stockholders to approve mortgages on some CATV systems to secure loan. • Loral Electronics will acquire Astrex, maker of tube testing equipment & international distributor of electronic tubes, components & devices, in an $8.2-million transaction subject to approval of stockholders of both firms. Proposed amalgamation calls for Loral to exchange one common share for each 1½ of Astrex's 769,000 outstanding common shares. Astrex has plants in Wis., Pa. & Fla., expects to report earnings of about $420,000 on sales of more than $12 million in 1962 fiscal year ended June 30 • Lear Siegler has purchased for undisclosed cash sum Trion Instruments, Ann Arbor, Mich., maker of lasers.

Japan is "disturbed" about U.S. protectionist trends, particularly "Buy American" policy, Japanese Foreign Minister Masayoshi Ohira stated last week. He told Tokyo meeting of America-Japan Society that particularly worrisome are restrictive moves by "certain American interest groups and trade unions" and policies which give "excessive preference" to U.S. interests. He said he "is told" there still exists in U.S. a "deep-seated prejudice" against Japanese-manufactured products.

Hitachi completed first sale of convertible securities by a Japanese company in U.S. last week by placing with group of institutional investors $16.5 million of 6½% convertible debentures due 1977. Dillon, Read & Co. negotiated placement.

Reports & comments available: GE, report, McDonnell & Co., 120 Broadway, N.Y. 5 • International Resistance, memo, J. W. Sparks & Co., 120 Broadway, N.Y. 5.

Trade Personals

Gibson B. Kennedy resigns as merchandising mgr. of Philco consumer products div.; he's succeeded by Raymond B. George, most recently sales mgr. of Philco's Firestone Corp. account. Kennedy announced no future plans. H. S. Riband succeeds George as Firestone sales mgr.

Jack L. Hunter named sales mgr., GE radio receiver dept.; he formerly was TV-radio div. distribution planning mgr.

Jack V. Berquist, ex-Magnavox, appointed Sylvania Home Electronics sales training & dealer development mgr.

James J. McLaughlin resigns as Webcor vp & mktg. dir.; Robert Moffat, exec. vp, named to "guide corporate policies for all divisions."

Esterly C. Page, retired Page Communications Engineers chmn., named Dir. of Technical Support, National Military Command System, Office of Dir. of Defense Research & Engineering, Defense Dept.

Dermot A. Dollar, veteran RCA public affairs executive, named exhibits dir., in charge of all corporate exhibits.

Gerald L. Moran, vp-gen. mgr. of Sylvania's Chemical & Metallurgical and Sylcor Divs., also assumes over-all responsibility for Parts Div., succeeding senior vp Merle W. Kremer who will devote full time to Electronic Tube Div. Moran will continue to hq in Towanda, Pa.; Eugene E. Broker continues as Parts Div. gen. mgr., with hq in Warren, Pa.

Robert Beisswenger, Jerrold Electronics gen. mgr., Donald Spanier, Harman-Kardon gen. mgr., & Paul Garrison, Taco gen. mgr., promoted to vps by parent Jerrold Corp.

Cowan Harris, staffer of EIA of Canada since 1946, promoted to gen. mgr.

Robert E. Hull appointed engineering vp of Radio Engineering Labs . . . Saul Fast named National Co. vp & technical advisor.

Charles E. Erb named Westinghouse major appliance mktg. mgr., succeeding John J. Anderson who will be reassigned.

Richard M. Emberson, ex-Associated Universities Inc., appointed IRE professional groups secy., succeeding Laurence G. Cumming, now field secy.

John M. Clifford, ex-RCA staff vp, joins Curtis Publishing as exec. vp in charge of finance & operations, also named a dir. . . . Matthew J. Fleming Jr. elected Clevite Transistor vp. . . . George E. Mueller appointed R & D vp, Thompson Ramo Wooldridge's Space Technology Labs.

EIA Parts Div. subdivision chairmen appointed last week: Roland Bixler, J-B-T Instruments, panel meter & service test instrument; C. J. Lucy, Corning, ultrasonic delay lines & devices; William H. Bingham, Hawley Products, sound system component; J. Frank Leach, Amphenol-Borg, electromechanical devices.

Frederick W. Hesse, Jr. appointed to new post of corporate operations vp, Thompson Ramo Wooldridge's subsidiary Space Technology Labs.

Gordon Edwards, Kraft Foods exec vp, and Paul L. Thoren, Central West Utilities Corp. vp, elected to TV-Electronics Fund board.

Obituary

Elmer A. Hamburg, 70, founder & chmn. of appliance & home instrument distributor Hamburg Bros., Pittsburgh, died Sept. 6 of heart attack in Golden Beach, Fla. He was a pioneer in mass distribution of radios, formed his distributing firm in 1920. One of his sons, Lester A., is pres. of Hamburg Bros.

George H. Lewis, 74, retired ITT asst. vp, died September 12 in Baltimore. Institute of Radio Engineers elected him a Fellow in 1951 "in recognition of outstanding contributions to radio-electronics."

Distributor Notes: Olympic Radio & TV names Kenneth Jordan midwestern district rep, succeeding Arthur M. Carrington. • Setchell-Carlson appoints Pioneer Electronics Supply, Cleveland, distributor for Greater Cleveland area • W. R. McAllister has formed W. R. McAllister Associates at 400 East 57th St., N.Y., manufacturers rep firm. He will represent Fonovox in area from Trenton, N. J. to Washington, D. C., also represent Mitchell stereo phonos. • Philco Distributors appoints Jack Reis, ex-Associated Distributors, Indianapolis, Ind., sales mgr. for Indianapolis area, a new post • Antennacraft names Ellinger Sales Corp., Chicago, midwest sales rep; Ferrell S. Carmine Co., Newark, N.J., appointed eastern sales rep • Packard Bell names Carson Pirie Scott & Co., Chicago, exclusive Illinois dealer.

July factory sales of TV picture tubes gained markedly in both units & dollars over July 1961, EIA reported last week. Receiving tubes declined in both categories. TV picture tube sales totaled 565,022 units valued at $11,064,357—up from July 1961's 457,181 at $9,364,364. For 1962's first 7 months, unit sales topped a year earlier 5.1 million to 5 million. Dollar value, however, trailed $98.4 million vs. $100.3 million in Jan.-July 1961. July receiving tube sales declined to 24,122,000 units valued at $19,612,000 from 27,566,000 at $20,979,000 in July 1961. Cumulative totals ran ahead of 1961's first 7 months both in units & dollars. Unit sales rose to 207.6 million from 206.3 million; dollar value increased to $174 million from $171.5 million. Here are EIA's figures:

	Picture Tubes		Receiving Tubes	
	Units	Dollars	Units	Dollars
January	802,061	15,625,304	29,592,000	24,789,000
February	783,670	13,944,313	27,977,000	23,841,000
March	817,830	15,580,149	34,884,000	29,748,000
April	758,539	14,253,425	31,016,000	25,838,000
May	703,255	13,676,659	30,341,000	25,802,000
June	740,788	14,252,844	29,649,000	24,587,000
July	565,022	11,064,357	24,122,000	19,612,000
Jan.-July 1962	5,121,165	$ 98,397,051	207,625,000	$173,952,000
Jan.-July 1961	5,032,378	100,335,883	206,320,000	171,479,000

Electro-Science Investors, Dallas-based investment firm,. will grant stockholders rights to a debenture issue. It will distribute 10-year 5½% debentures to stockholders of record Sept. 25 on the basis of $1 face amount for each share owned. Debentures will be issued in minimum denominations of $100.

Dynamics Corp. of America shifts from American Stock Exchange to New York Stock Exchange Oct. 8. Symbol: DCA. Involved are 4,116,560 shares of common, 443,100 shares of $1 cumulative preferred.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Avnet Electronics	1962—year to June 30	$ 31,267,357[5]	$ 4,715,315	$ 2,322,564[5]	$0.90	2,583,639
	1961—year to June 30	26,592,954	3,169,060	1,593,886	.66	2,420,605
Collins Radio	1962—year to July 31	208,000,000	—	2,675,000	1.20	2,230,062
	1961—year to July 31	216,000,000	—	2,545,352[1]	1.15[1]	2,210,176
Desilu Productions	1962—qtr. to July 28	3,377,845	—	14,305	.01	1,155,940
	1961—qtr. to July 28	3,006,270	—	(130,638)	—	1,155,940
Harvey Radio	1962—6 mo. to July 31[6]	3,468,672	—	155,507	.20	770,000
	1961—6 mo. to July 31	1,990,585	—	93,768	.12	770,000
Heli-Coil	1962—qtr. to July 31	2,314,140	—	321,331	.46	699,442
	1961—qtr. to July 31	1,969,513	—	272,021	.39	690,798
Hewlett-Packard	1962—9 mo. to July 31	80,154,000	—	5,024,000	.44[2]	10,741,145
	1961—9 mo. to July 31	63,416,000	—	4,302,000	.38[2]	10,647,691
	1962—qtr. to July 31	28,185,000	—	1,818,000	.16[2]	10.741,145
	1961—qtr. to July 31	21,598,000	—	1,414,000	.12[2]	10,647,691
Kulka Smith Electronics	1962—6 mo. to June 30	3,686,325	—	299,716	.21	1,443,657
	1961—6 mo. to June 30[3]	3,073,918	—	270,819	.19	1,443,657
Lafayette Radio Electronics	1962—year to June 30	24,936,144	—	676,372	.64	1,061,675
	1961—year to June 30	23,565,861	—	790,028	.74	1,029,650
Muntz TV Story below.	1962—year to Aug. 31	12,494,066	—	950,000	.67	1,409,982
	1961—year to Aug. 31	9,032,186	—	832,948[4]	.60[4]	1,179,876
Philips Electronics & Pharmaceutical	1962—6 mo. to June 30	43,758,717	—	1,283,283	.55	2,000,874
	1961—6 mo. to June 30	18,545,129	—	373,991	.19	1,994,474
Screen Gems	1962—year to June 30	52,188,900	7,063,189	3,466,293[5]	1.37	3,538,400
	1961—year to June 30	55,821,052	5,360,808	2,665,371	1.05	2,538,400
	1962—qtr. to June 30	—	—	1,038,057	.41	2,538,400
	1961—qtr. to June 30	—	—	847,619	.33	2,538,400

Notes: [1] Before non-recurring credit of $538,553 (24¢ a share). [2] After preferred dividends. [3] Includes combined earnings of H. H. Smith Inc., acquired by Kulka Electric this year. [4] Includes special credit of $170,681 (12¢). [5] Record. [6] Includes on pro-forma basis Federal Electronics & Federal Fabricators, acquired July 1962.

Muntz TV Posts Big Gains: Muntz TV earnings in 1962 fiscal year ended August 31 rose to $950,000 from $832,948 a year earlier (see financial table). Sales climbed to $12.5 million from $9 million. Chmn. Floyd G. Dana told N.Y. Society of Security Analysts that Muntz TV anticipates fiscal-1963 sales of $15.6 million, earnings of $1 million. He also reported that $466,829 remaining long-term debt will be paid off by next February.

Muntz TV will introduce color TV sets next year, Dana said, and "our immediate goal is to increase our share of the TV market from its present ½% to 3% within 3 years." Nearly 7% of fiscal-1962's sales was in private-label sets. Dana said that company will strengthen its dealer organization by trimming it to about 1,000 "key" exclusive outlets from present 1,800 non-exclusive stores.

Litton Industries sales are currently running at annual rate of more than $500 million and should "considerably beat" that figure by close of 1963 fiscal year next July 31, Pres. Roy Ash predicted. In 1962 fiscal, Litton earned $16.2 million on $394 million sales. Ash said profit in fiscal 1963 should be "commensurate" with last year's profit margin. Based on Litton's 1962 rate of more than 4% net profit to sales ratio, company expects to earn minimum of $20.5 million in fiscal 1963.

Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
Consol. Electron. Ind.	Q	$0.25	Oct. 5	Sep. 20
GE	Q	.50	Oct. 25	Sep. 21
Hawley Products	Q	.05	Oct. 1	Sep. 14
Heli-Coil	Q	.15	Sep. 28	Sep. 21
ITT	Q	.25	Oct. 15	Sep. 21
MGM	Q	.50	Oct. 15	Sep. 21
RCA	Q	.25	Oct. 29	Sep. 21
Sangamo Electric	Q	.18¾	Oct. 10	Sep. 20
Universal Pictures	Q	.25	Sep. 27	Sep. 15
Western Electric	—	.90	Oct. 1	Sep. 20
Western Union	Q	.35	Oct. 15	Sep. 21

RCA has dropped its once-postponed plan to sell one million of its 1,158,563 shares of Whirlpool common stock (Vol. 2:21 p12). General market conditions were cited as reason for cancellation. When proposed public offering was announced last April, Whirlpool was selling at $33 a share. It closed Sept. 11 at $27.625.

Electronic Associates has been approved for listing on New York Stock Exchange Sept. 19. Symbol: EA. Original listing will involve slightly less than one million shares.

WEEKLY Television Digest

SEPTEMBER 17, 1962 © 1962 TELEVISION DIGEST, INC. SPECIAL SUPPLEMENT

The authoritative service for executives in all branches of the television arts & industries

FCC Proposed Rules on All-Channel TV Receivers

In the matter of Amendment of Part 15 of the FCC Rules with regard to all-channel television broadcast receivers. Docket No. 14769.

Adopted Sept. 12, 1962. Comments due Oct. 22, 1962, reply comments Nov. 1, 1962.

NOTICE OF PROPOSED RULE MAKING

1. Notice is hereby given that the Commission proposes amendment of Part 15 of its Rules and Regulations to implement the recently enacted all-channel television receiver legislation, Public Law 87-529, July 10, 1962 (Secs. 303(s) and 330 of the Communications Act).

2. The all-channel receiver law authorizes the Commission to require that television receivers shipped in interstate commerce for sale or resale to the public (or imported into the United States for such purpose) shall be capable of adequately receiving all frequencies allocated by the Commission to television broadcasting.[1] In practical effect, this means that the set would have to be capable of adequately receiving the 70 UHF channels. The law itself does not cut off shipments of the VHF-only receiver because it was obviously necessary to choose some future date which would permit an orderly transition.[2] In addition to the appropriate cut-off date, the law also calls upon the Commission to prescribe performance standards for the receiving sets so as to insure that it is "capable of adequately" receiving the UHF signals. This Notice deals essentially with these two matters—(i) the standards for adequate capability and (ii) the cut-off date. We shall take each in turn.

3. Before doing so, it would be helpful to set out the background to these proposals. Since late June of this year, the Commission has been in close contact with the Electronic Industries Association (EIA), and through it with the television receiver and UHF tuner manufacturing industries. At the Commission's request, EIA has obtained and has furnished the Commission the industries' recommendations with respect to standards for adequate capability and the effective date of the all-channel receiver requirement, together with supporting data and reasons. These recommendations, in the form of four reports, have been included in the docket file in this proceeding. As will be seen, our proposals closely parallel the essential industry recommendations.

4. Standards for adequate capability.

In adopting standards for adequate capability the Commission has taken into account the legislative history of the all-channel receiver law. In seeking the addition of the word "adequately", the Commission, in a letter to the Chairman of the Senate Communications Subcommittee, made clear that "its purpose . . . is to obtain only the most limited authority needed to accomplish the statutory goal [of assuring] that receivers are capable of efficiently receiving all channels" (Sen. Rep., p. 20). The Commission further represented (p. 22) that:

> "In specifying these two characteristics, the Commission would seek to insure adequate or effective capability of all-channel reception—and not the best possible capability. It would avoid extreme or unreasonable performance specifications, but rather, would select standards which are in the realm of the average characteristics of UHF receivers available on the open market today."

And, it specifically stated its "firm expectation and intent that receiver performance specifications adopted after full consideration in the rule making process would . . . prove generally acceptable [to manufacturers and users]" (p. 22). The Committee, in amending the bill to insert the word "adequately", stated that "on the basis of these Commission representations, your Committee agrees that the authority given to the Commission to require that all channel receivers 'be capable of adequately receiving' UHF channels is narrow in scope . . ." (Sen. Rep., p. 8).

5. With this as background, we are proposing the following standards:

(a) The noise figure for any channel between 14 and 83 inclusive shall not exceed 18 db. See §§15.4(h) and 15.70(b).

(b) The peak picture sensitivity, averaged for all channels between 14 and 83 inclusive, shall not be more than 8 db larger than the peak picture sensitivity in the same receiver averaged for all channels between 2 and 13 inclusive. See §§15.4(i) and 15.70(c).

These proposals are based upon recommendations made to the Commission by the television receiver industry, following an August 7, 1962, meeting of industry engineering personnel. They are not the highest standards which conceivably could be met. But it is our tentative judgment (pending consideration of the comments to be filed) that these proposed standards are (i) sufficiently high to insure adequate capabality of reception of UHF signals, insofar as the receiver is involved—the statutory standard of 303(s); and (ii) are consistent with the legislative history, and specifically with that quoted in the foregoing paragraph (p. 22, Sen. Rep.).[3]

6. It is important to bear in mind that the standards

[1] The purpose of the legislation is fully set out in H. Rept. No. 1559, 87th Cong., 2d Sess., and Sen. Rept. 1526, 87th Cong., 2d Sess. (hereinafter cited as "Sen. Rep.").

[2] Indeed, the Commission explicitly assured the Congress that in choosing the appropriate date and standards, it would "not only protect the public interest but also deal realistically with production and distribution problems faced by the industry" (Hearings before the Communications Subcommittee, Senate Commerce Committee, on S. 2109, 87th Cong., 2d Sess., p. 76). See, also, testimony of Chairman Minow, Hearings before the House Interstate and Foreign Commerce Committee, on H.R. 8031, 87th Cong., 2d Sess., p. 169.

[3] We also note that more stringent standards might adversely affect the manufacturer's ability to incorporate other desirable features, such as easier tuning and remote control, into the all-channel receiver.

proposed herein are **minimum** requirements. Further, it is fully expected by the Commission that the tremendous increase in UHF tuner and receiver production, together with normal competitive forces, will lead to substantial improvement in UHF set capability, not only with respect to the foregoing characteristics (noise figure and sensitivity), but also with respect to other features such as ease of tuning. As to the latter, the industry has advised us that "push-button, as well as other means of tuning, has been, and will continue to be actively pursued" (EIA "Technical Views" p. 9, submitted August 17, 1962).[4]

7. Effective date. On the basis of information furnished to the Commission by the television receiver and tuner industries, we are proposing that no television receiver manufactured after April 30, 1964, shall be shipped in interstate commerce or imported from any foreign country into the United States, for sale or resale to the public, unless (i) it is capable of receiving all of the 82 channels which have been allocated to television in the United States; and (ii) has been certificated to comply with the noise figure and peak picture sensitivity requirements set forth in proposed Section 15.70. The selection of April 30, 1964 as the proposed date for imposing the all-channel requirements is based on the following considerations:

(a) The only time during the year in which the change-over to all-channel receivers can be made without disrupting the television receiver manufacturing industry is at the time when new models are introduced. The industry pattern is for the new model to be designed fully a year before its introduction to the public, and then to be manufactured in the first quarter of the year, and shown to the public in early summer. Thus, the 1965 model receivers will be designed fairly early in 1963 (by June); production will begin in the first quarter of 1964; and they will be offered to the public in roughly June of 1964. The change-over from production of 1964 models would typically take place, model by model, from December, 1963, through April, 1964. In selecting the cut-off date, the Commission thus must choose between one geared to the 1964 model (to be offered to the public in June of 1963) or the 1965 model (to be offered publicly in June of 1964).

(b) But the 1964 model has already been designed. If the Commission were to choose April 30, 1963 as the cut-off date, the industry would have to engage in a "crash" re-design and re-tooling program. The April, 1963, cut-off date would have a most serious impact on the portable and remote control aspects of the industry's business. Indeed, some manufacturers estimated that because of extensive re-design problems and the short supply of UHF tuners (see (c), **infra**) they would be out of business for a period of months; and the industry as a whole estimated "conservatively" that imposition of all-channel requirement for the 1964, rather than the 1965, model year would involve "costs and penalties" of $32,-700,000 (see EIA "Estimated Costs", submitted August 28, 1962). Clearly, this would not be provision for an orderly transition, nor would it be consistent with the assurances given Congress (see par. 2).

(c) Further, it does not appear that UHF tuners will be available in sufficient quantity for use in all-channel receivers prior to the 1965 model year. Tuner manufacturers must expand production ten to fifteen fold to furnish tuners in sufficient quantity. This involves a tooling expansion, installation of new test equipment, and the training of new personnel. We are advised by four tuner manufacturers that this will require 12 to 18 months after technical requirements have been established by the Commission; all four indicated that UHF tuners could not be produced in sufficient quantity to meet all-channel requirements for the 1964 model year.

(d) Finally, selection of the 1964 model (i.e., a cut-off date prior to June, 1963) might well inhibit the technical improvement in the all-channel set. We do not believe that, over the past few years, there has been much research expended on the UHF tuner or the all-channel set. If, then, the 1964 model is chosen as the cut-off point, there would be no opportunity for improvement over present UHF tuners or sets; instead, as a practical matter, there would have to be an all-out effort to mass-produce the present product. It is, we believe, greatly desirable to provide manufacturers with a reasonable opportunity to design and incorporate improvements in ease of tuning, remote control, stability, and possibly other characteristics which would make use of UHF more convenient to the average viewer. Because of all these considerations, it appears to us that the advent of the 1965 model (or April 30, 1964) is the appropriate effective date for the all-channel requirement. Significantly, it is the consensus of the television receiver and tuner industry that this deadline can be met (see EIA submission of August 29, 1962).

8. This proposed effective date (April 30, 1964) applies to the manufacture of television receivers—**not** to the date when the receiver is shipped in interstate commerce. If the receiver comes off the assembly line on or before April 30, 1964,[5] the manufacturer will mark the carton accordingly, and the unit may be freely shipped in interstate commerce for sale or resale at any subsequent date, by the manufacturer, distributor, or dealer, even though it is not an all-channel set or does not meet the noise figure and sensitivity requirements of the proposed rules.[6] If the receiver comes off the assembly line on or after May 1, 1964, however, it may be shipped in interstate commerce or imported, for sale or resale to the public, only if it is an all-channel set which has been certificated to comply with the Commission's standards. The certification requirement is met by the manufacturer when he has filed a certificate with the FCC covering the model in question. The seal or label currently attached to each receiver, stating that the receiver meets the requirements of Part 15 of the FCC rules (see Section 15.66(a)), will cover the noise figure and sensitivity requirements as well as the radiation limits to which it now applies, and no additional seal or label will be required. After January 1, 1964, the manufacturer must state on the shipping carton whether the enclosed set may be shipped in interstate commerce (or imported) for sale or resale (as either (i) manufactured on or before April 30, 1964, or (ii) meeting the requirements of Part 15 of the Commission's Rules for such shipment (see proposed Section 15.66(b)).[7]

9. In proposing the April 30, 1964, effective date for

[4] The industry recommended, "that the Commission consider an (expiration date) for these standards two years after the VHF only cut-off date, since it is believed that advances in the art, brought about by competition, will, during that time, obviate further necessity for (such standards)." (See EIA "Technical Views" p. 10, submitted August 17, 1962.) The Commission recognizes that reevaluation of the need for these standards may well be called for as a result of changed competitive circumstances (cf. Sen. Rept., p. 21). Indeed, it is our hope and expectation that the competitive situation as to UHF will gradually evolve to one resembling the situation in VHF, where there is obviously no need for standards of adequate capability. But we do not believe that a built-in expiration date, chosen at this time, is the appropriate way of dealing with these future possibilities. Rather, we shall periodically review any standards adopted to determine whether changed conditions require their retention or revision.

[5] Manufacture of a receiver will be deemed to be completed when the assembly process at the factory has been accomplished.

[6] The reason for tying the cut-off date to a date of manufacture is to allow distributors and dealers a considerable amount of leeway in disposing of 1964 sets which do not meet the all-channel requirements. Such sets might, for example, be stored in a central warehouse for distribution to stores in several neighboring states (e.g., a New Jersey warehouse for shipment to New York, Pennsylvania, or Connecticut). Even as to such distributor shipments, a final cut-off date such as December 31, 1964, might be appropriate i.e., "no set shall, in any event, be shipped in interstate commerce for sale or resale (or imported for such purpose) after December 31, 1964, unless it is capable of receiving all frequencies allocated to television broadcasting in the United States and has been certificated as complying with the requirements set forth in Section 15.70"). In this way, it would be clearly established that after 1964 (and this is a considerable grace period), only the all-channel set would move in the channels of interstate commerce. The Commission requests comments on this further proposal.

[7] It would appear necessary to mark the carton because otherwise the distributor, after April 30, 1964, may not know whether a receiver stored in his warehouse can be legally shipped (unless he has carefully segregated all cartons received prior to that date). From the standpoint of certainty and ease of administration and enforcement, the information should therefore be stated on the carton. Because the proposed cut-off date is April 30, 1964, there would appear to be no need for any notation on cartons packed during 1963. We have

the all-channel rules, we wish to make clear that we would expect that all receivers produced for the 1965 model year would comply with the all-channel requirements, whether they are produced before or after May 1, 1964. Our purpose in setting that particular date, rather than a date earlier in 1964, is to furnish the receiver manufacturer adequate leeway with respect to the production of his "old" or 1964 models and to allow for an orderly model by model change-over to the "new" or 1965 all-channel receiver production. In short, when a new 1965 model is placed in the production line—at whatever time, even if it be as early as December 1963—we would expect that the new model would be an all-channel receiver meeting our proposed requirements.

10. While the date proposed for 100% manufacture of the all-channel receiver is thus April 30, 1964 (or introduction of the 1965 model), the Commission hopes, and has been encouraged by industry reports, that during the period leading up to the final cut-off, there will be a significant increase in the number of all-channel sets produced. There are, as we have noted (par. 7), limiting factors at this time on what that increased production can be. But we are advised that it might well rise to 20%, or even higher, of all sets produced.[8]

11. It is essential, both to the public interest and for industry planning, that the effective date and standards be established as soon as possible. For that reason, barring some extraordinary development or showing, the Commission will not grant any extensions of time for the filing of comments or reply comments. Comments in this proceeding must be filed on or before October 22, 1962, and reply comments on or before November 1, 1962.

12. All relevant and timely comments will be considered by the Commission before final action is taken in this proceeding. In reaching its decision in this proceeding, however, the Commission may also take into account other relevant information before it, in addition to the specific comments invited by this notice.

13. Authority for the rules proposed herein is contained in Sections 4(i), 303(s), and 330 of the Communications Act of 1934, as amended.

14. In accordance with the provisions of Section 1.54 of the Commission's Rules, an original and 14 copies of all comments shall be filed with the Federal Communications Commission.

[8] The percentage of all-channel sets produced is already increasing. Thus, in the first six months of 1961, out of 2,801,136 sets produced, 147,832 were UHF equipped (or 5.28%), while in the first six months of 1962, 275,446 (or 8.35%) of the 3,295,501 sets produced were UHF equipped.

FEDERAL COMMUNICATIONS COMMISSION

BEN F. WAPLE
Acting Secretary

APPENDIX

It is proposed to amend Part 15 as follows:

1. The Title of Part 15 is amended to read "Radio Frequency Devices".

2. Section 15.1 is amended by designating the present text as paragraph (a), and by adding a new paragraph (b) to read as follows:

§ 15.1 Basis of this part.

* * * * *

(b) Sections 303(s) and 330 of the Communications Act of 1934, as amended, provide that all television broadcast receivers shipped in interstate commerce, or imported from any foreign country, for sale or resale to the public, shall comply with the provisions of this chapter for capability of adequately receiving all television broadcast channels.

proposed January 1, 1964, since sets shipped after that date might still be in the distributor's warehouse on or after May 1, 1964. All-channel units manufactured prior to May 1, 1964, may, of course, be certificated as complying with the noise figure and sensitivity requirements; and in such cases the manufacturer may wish specially to notify his distributors or others of this fact, by marking the container or by adding a seal or label to that effect to the receiver.

3. Section 15.2 is amended by adding a new paragraph (c) to read as follows:

§ 15.2 Scope of this part.

* * * * *

(c) This part also contains requirements, technical specifications, and certification procedure for the all-channel reception capability of television broadcast receivers.

4. Section 15.4 is amended by adding new paragraphs (g), (h), and (i) to read as follows:

§ 15.4 Definitions.

* * * * *

(g) **Television broadcast receiver.** Apparatus designed to receive television pictures broadcast simultaneously with sound.

(h) **Noise figure of a television broadcast receiver.** The ratio of (1) the total noise power delivered by the receiver into its output termination when the noise temperature of its input termination is standard (290° K) at all frequencies, to (2) the portion thereof engendered by the input termination.

NOTE: For a television broadcast receiver, portion (2) includes only that noise from the input termination which appears in the output via the principal frequency transformation and does not include spurious contributions such as those from image-frequency transformation.

(i) **Peak picture sensitivity for television broadcast receiver.** The lowest input signal which results in standard picture test output when the receiver is tuned for maximum picture output.

NOTE: Standard picture test output for symmetrical sinewave modulation shall be 20 volts peak-to-peak between the control elements of the picture tube.

5. Section 15.6 is amended to read as follows:

§ 15.6 Information required by the Commission.

The owner or operator of any device subject to this part shall promptly furnish to the Commission or its representative such information as may be requested concerning the operation of the device, including a copy of any measurements made for the purpose of certification.

6. Section 15.61 is amended to read as follows:

§ 15.61 Scope of this subpart.

Radio receivers come within the scope of this subpart insofar as they are restricted radiation devices and generate and radiate radio frequency energy or are designed to receive television pictures broadcast simultaneously with sound. Typically this subpart limits oscillator radiation from superheterodyne receivers. In the case of television broadcast receivers, this subpart also limits the radiation of radio frequency energy which is generated by the sweep circuits, and requires that such receivers be capable of adequately receiving all television broadcast channels.

7. Section 15.63 is amended by adding a new paragraph (b)(3) to read as follows:

§ 15.63 Measurement procedure.

* * * * *

(b) * * *

(3) Institute of Radio Engineers standard 60 IRE 17 S1 for measurement of noise figure and peak picture sensitivity of a television broadcast receiver.

8. Section 15.64 is amended to read as follows:

§ 15.64 Certification of receivers.

(a)(1) No receiver manufactured after the effective dates of this subpart that operates in the range 30 to 890 Mc/s, including frequency modulation broadcast receivers and television broadcast receivers, shall be operated without a station license unless it has been certificated to demonstrate compliance with the radiation interference limits set forth in § 15.62.

(2) No television broadcast receiver manufactured after April 30, 1964, shall be shipped in interstate commerce or imported from any foreign country into the United States, for sale or resale to the public, unless it has been certificated to comply with the noise figure and peak picture sensitivity requirements set forth in § 15.70. (This provision does not apply to carriers which transport television broadcast receivers without trading in them.)

(b) The owner or operator need not certificate his own receiver as meeting the radiation interference limits of § 15.62 if it has been certificated by the manufacturer or the distributor.

(c) Certification made by the manufacturer or the distributor shall be based on tests made on receivers actually produced for sale. Tests shall be performed on a sufficient number of production units to assure that all production units comply with the requirements of this subpart.

(d) The certificate may be executed by an engineer skilled in making and interpreting such measurements as are required.

(e) The certificate shall contain the following information:

(1) Name of the manufacturer or distributor of the receiver.

(2) Model number.

(3) Brief description of receiver, including tuning range, type of circuit, and purpose for which used (as broadcast, aircraft, etc.).

(4) Brief statement of the measurement procedure used.

NOTE: If a standard procedure is used, it is sufficient to identify the standard. Other measurement procedures must be described in detail.

(5) Date the measurements were made.

(6) A summary of the data obtained.

NOTE: For television broadcast receivers the measured noise figure and peak sensitivity must be stated.

(7) A statement certifying that, on the basis of measurements made, the radio receiver is capable of complying with the requirements of this part under normal operation with the usual maintenance.

(8) The name and address of the certifying engineer, and address of his employer, if any.

(9) Date of the certificate.

(f) The certificate shall be retained by the owner, the manufacturer, or the distributor (as may be appropriate) for a period of 5 years, and shall be made available, upon reasonable request, to an authorized Commission representative, or photostat furnished by mail. (See § 15.65 for filing requirements with FCC.)

9. Section 15.65 is amended by adding a new paragraph (c) to read as follows:

§ 15.65 Information to be filed with Commission.

* * * * *

(c) This information is not open to public inspection.

10. Section 15.66 is amended by designating the present text as paragraph (a) and adding a new paragraph (b) to read as follows:

§ 15.66 Identification of certificated receivers.

* * * * *

(b) After January 1, 1964, cartons containing television broadcast receivers shipped in interstate commerce or imported into the United States, for sale or resale to the public, shall clearly indicate either (1) that the receiver within was manufactured on or before April 30, 1964, or (2) that the receiver within meets all FCC requirements pertaining to all-channel reception (see § 15.70).

11. Section 15.68 is amended to read as follows:

§ 15.68 Date when certification is required.

(a) **For television broadcast receivers.** (1) VHF television broadcast receivers manufactured after May 1, 1956, shall comply with the certification requirements with respect to radiation of radio frequency energy, except that compliance with the power line interference limits for frequencies between 3 Mc/s and 25 Mc/s is required for such receivers manufactured after December 31, 1957.

(2) UHF television broadcast receivers manufactured after December 31, 1957, shall comply with the certification requirements with respect to radiation of radio frequency energy: **Provided, however,** that the limit of 500 uv/m appearing in the table in § 15.62 is temporarily increased to 1,000 uv/m for all UHF television receivers until December 31, 1962.

(3) All television broadcast receivers manufactured after April 30, 1964, shall comply with the certification requirement with respect to adequacy of all-channel reception.

(b) **For other receivers.** All radio receivers other than television broadcast receivers that operate (tune) in the range 30 to 890 Mc/s manufactured after October 1, 1956, shall comply with the certification requirements with respect to radiation of radio frequency energy, except as follows:

(1) FM broadcast receivers manufactured after December 31, 1956, shall comply with the certification requirements with respect to frequencies above 25 Mc/s. All such receivers manufactured after December 21, 1957, shall comply with the certification requirements with respect to all frequencies.

(2) The radiation interference limits and the certification requirements with respect thereto shall be met by all pocket type super-regenerative receivers used in the one-way signalling services as defined in Part 21 of this chapter which are manufactured after December 31, 1956.

(3) Super-regenerative receivers manufactured after October 1, 1956, for use by Class B stations in the Citizens Radio Service shall comply with the certification requirements of this subpart; except that, until November 1, 1963, radiation need not be limited within the band 462.525—467.475 Mc/s.

12. A new § 15.70 is added to read as follows:

§ 15.70 All-channel television broadcast reception.

(a) All television broadcast receivers manufactured after April 30, 1964, and shipped in interstate commerce or imported from any country into the United States, for sale or resale to the public, shall be capable of adequately receiving all channels allocated by the Commission to the television broadcast service. A television broadcast receiver shall be considered to be capable of adequately receiving all channels if it meets the specifications in this section for noise figure and peak picture sensitivity.

(b) The noise figure of any television broadcast receiver subject to paragraph (a) of this section, for any television channel between 14 and 83 inclusive, shall not be larger than 18 db.

(c) The peak picture sensitivity of any television broadcast receiver subject to paragraph (a) of this section, averaged for all channels between 14 and 83 inclusive, shall not be more than 8 db larger than the peak picture sensitivity of that receiver averaged for all television channels between 2 and 13 inclusive.

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POSSIBLE FCC COMMERCIAL SQUEEZE, incorporating NAB Code limitations, under consideration at Commission. Draft of proposed rule shows one school of thought (p. 2).

PUBLIC AFFILIATION CONTRACTS DEPLORED by industry in comments on FCC proposal. No benefit to public seen. Assert interference with private business not intended by Congress (p. 2).

MCA GETS UNIVERSAL, DECCA, under consent decree. Last post-1948 movie backlog may move soon (p. 3).

NEWSPAPER OWNERSHIP OF BRITISH TV RAPPED by special royal commission in report on press. Special court to rule on newspaper mergers proposed (p. 3).

BROADCASTERS LIKE COLLINS' DEVELOPMENT, shown in TAB speech stressing govt.-hands-off in programming, commercials, international broadcasting—plus more editorializing, freedom of information, research (p. 4).

WILDCAT FILM EXHIBIT will be staged by 18 leading TV film companies block away from 1963 NAB meeting in Chicago. Film men claim they're tired of getting "stepchild" treatment (p. 4).

Consumer Electronics

'ELECTRONIC INDUSTRIES' defined statistically in new EIA Yearbook, with tables & breakdowns on all segments of trade (p. 7).

ELECTRONICS EXPORTS rose 32%—but imports climbed 58%—in first half 1962, govt. figures show. Balance of trade still favorable, but import rise is expected to accelerate as result of trade bill (p. 7).

PICTURE TUBE PRICE hikes under consideration by at least 2 manufacturers. Parts makers complain of profit squeeze but talk of holding line as long as possible due to hot competition (p. 8).

PHONO SALES CROSSOVER reached in July as 1962 total distributor sales exceed 1961 for first time (p. 9).

'TOUGH GLASS'—TV DESIGN CHALLENGE? Corning's new "Chemcor" process demonstrated last week, provides glass 5 times tougher than previously known, using new tempering process. No immediate TV application seen, but future development of breakproof & crackproof tubes possible (p. 9).

AMPEX'S ROAD BACK: Rise & fall—and rise again—of Ampex Corp. are detailed by Wall St. Journal in Sept. 17 case history to illustrate "problems that can build up almost without notice during periods of great corporate growth" (p. 11).

HENRY'S HEARING—A SHOO-IN: E. William Henry wafted through Senate Commerce Committee hearing on gentlest of breezes last week, and he's expected to be confirmed this week as FCC member succeeding Comr. Cross. He told us he expects to report for work—"if I'm confirmed"—Oct. 1 or 2.

It was just about mildest such session we've attended. Neither Sen. Magnuson (D-Wash.), chmn. of committee, nor Sen. Pastore (D-R.I.), chmn. of Communications Subcommittee, was on hand. Sen. Thurmond (D-S.C.) was only senator present for most of session; Sen. Yarborough (D-Tex.) came along for last half of meeting that ran less than an hour.

Sen. Kefauver (D-Tenn.) was there to kudoes the 33-year-old Memphis attorney, and Sen. Gore (D-Tenn.) sent his "very enthusiastic" endorsement via his asst.

Thurmond asked Henry what his qualifications were for job. Said Henry: "I bring to the job a willingness to work hard. I have no preconceptions. My intention is to serve the full term. I have no conflicts of in-

terest." He assured Thurmond he'd never been arrested, had no criminal record which might rise later to haunt him.

Committee communications counsel Nicholas Zapple asked questions of type Pastore usually does: Q—You know that FCC has been charged with inadequate regulation of common carriers, during debate on satellite communications bill? A—I've read the bill. I'm aware of FCC's responsibilities in the matter. Q—Overcommercialization? A—FCC has a responsibility to see that broadcasters operate in the public interest. Commercialization is one factor to be considered in applications & renewals. Q—What about regulation of networks, as sought by FCC? A—Haven't had a chance to look into it thoroughly. Q—We have reports that there's a new campaign to broadcast hard liquor commercials. Will you find out how many stations carry them? A—Will do. Q—Will you find out whether FCC needs more people and/or new law to speed disposition of application backlog? A—Yes. I'm aware of delays.

Thurmond told story of 6-year-old crying for beer because of commercial, said TV has important influence on children. He also asked about excessive "sex, violence & whodunits." Henry said programming is one factor to examine "in the public interest" but that FCC must be certain not to censor.

Yarborough got off long statement about political equal-time problems, said abuses occur mostly at local level, urged Commission to give matter more attention.

That's the gist of it—kid gloves. When through, Henry said: "I thought it was going to be rougher than that." Among those in audience, relieved at conclusion, was his wife—very attractive, tall, slim. Henry's youth is still subject of joshing in Washington TV-radio circles. Said one old timer: "Gad. They're getting commissioners younger than my grandchildren."

Meanwhile, back at the Commission, Sept. 26 farewell party was being arranged for Comr. Cross, who'll become private engineering consultant. Comr. Craven, commenting on reports about his plans, said: "I want to stay on until my term expires." His term runs until next June 30. However, he'll be 70 in January—and, he said: "It depends on which lawyer you talk to. Some say the President would have to grant a waiver for me to stay on beyond then, the retirement age; others say I don't need a waiver." Broadcast Bureau Chief Kenneth Cox, who was slated to succeed either Cross or Craven, presumably is still due to move into Craven's slot. Definite information is not available, probably because Administration hasn't decided.

POSSIBLE FCC COMMERCIAL SQUEEZE: Specific FCC limits on commercial time are being urged by some at Commission who want NAB's TV & radio Code ceilings incorporated in FCC rules. Industry will of course fight any such effort to the hilt—as indicated by NAB Pres. Collins (see p. 4). There's no telling whether, when or how FCC will go about this. However, one draft of proposed rule-making is said to include language such as this:

"It would, indeed, be highly desirable and preferable for regulation in this area to come from the industry itself. NAB has for many years endeavored to achieve this goal through its Codes. But only 33% of radio broadcasters and 76% of telecasters subscribe—and there's no sanction to enforce compliance. Notable though the NAB efforts may be, it's evident that more effective regulation is needed.

"There is no mathematical point beyond which there is over-commercialization. But we think that it is more important that the law be certain and apply to all than that it be flexible enough to take account of every difference in circumstances. Furthermore, waivers could take care of extraordinary and compelling situations.

"We think it important that the limitations be strong enough to protect the public with a reasonable balance between commercials & programs, without unduly limiting the licensee's freedom of action or jeopardizing his financial stability. The NAB standards are based on the operations of successful stations."

PUBLIC AFFILIATION CONTRACTS DEPLORED: FCC got what it expected—and more—in industry comments on its proposal to publicize affiliation contracts (Vol. 2:28 p1). Among objections by the 3 networks, which had note of exasperation in their statements:

(1) Such interference with private business relationships has no earthly benefit to public.

(2) It might help some broadcasters get better terms—but Congress never intended that FCC intervene in business details. Broadcasters aren't common carriers.

(3) It would produce more uniformity of compensation—a restraint on competition.

(4) Since FCC has the information, it can act any time it finds dangers to public interest.

(5) ABC said that it had to offer premium compensation to get into one- and 2-station markets. Disclosure of these contracts, it said, would bring demands from other ABC-TV affiliates which could reduce network's earnings and its ability to compete.

(6) NBC also said disclosure could increase affiliates' take, at networks' expense—and affiliates already get too big a slice of the pie.

Typical among non-network commentators, Meredith Stations insisted that broadcasting is a private business no different from others, that competing media would try to clobber TV-radio with the data, that trend to standardization of compensation would minimize advantages that "differentiate the quality broadcaster from its less highly motivated competitor."

MCA GETS UNIVERSAL, DECCA: TV significance of consent decree under which giant MCA has govt. green light to retain ownership of Universal Picture Corp. & Decca Records is 2-fold: (1) The last big uncommitted-to-TV backlog of post-1948 movies outside Paramount's vaults may soon find its way to TV market. (2) MCA can't move very far in TV (or any other) expansion without govt. approval, but it now becomes the real giant of TV production firms.

Feature films featured in govt. go-ahead to MCA. There are some 215 post-1948 Universal movies which station buyers have long eyed hungrily, and these will now be sold in distribution deals outside Universal-MCA alliance. In fact, MCA can't bid for post-1956 items among them for at least 5 years. If all goes smoothly, they may begin reaching TV market in small groups during 1963. Universal's pre-1948 films are already on market, distributed by Screen Gems.

MCA is now movie-TV maker of first rank, a fact which makes govt.-prodded spinoff of its talent agency a minor blow. Already Hollywood's top producer of filmed TV fare (there are more Revue-produced shows on TV networks this fall than those of any other producer), MCA now rounds out movie picture by adding Universal's foreign distribution setup and Decca's position as record outlet to ownership of former Universal lot in Hollywood.

TV can take some pride in MCA future, since even Hollywood's leading talent & technical unions are betting that MCA's slick cost control systems and fast production techniques learned in TV filming will bring a lot of movie production back to Hollywood. MCA is even now starting work on new 14-story hq building at Revue lot—first such film office complex built in many years.

Up to last moment, MCA pleaded innocent to govt. charges of "monopoly" or "conspiracy" in controlling talent and program margin in TV and other media, with MCA stating that it had "not committed any violations of anti-trust laws." In Washington, Atty. Gen. Kennedy called settlement "in the best interest of the public and the industry." In Los Angeles, Federal Judge Jesse Curtis has 30 days to sign and effect the decree.

NEWSPAPER OWNERSHIP OF BRITISH TV RAPPED: As in U.S. from time to time, the British last week were told that newspaper control of TV is dangerous. In 60,000-word report, a royal commission found that newspapers' financial difficulties are serious, but that press control of TV would be even worse. Commission suggested remedy: Cut papers' inefficiency, particularly in personnel which should be cut about 34%.

Reaction of U.S. observers was to suggest that many American newspapers survive primarily because of TV-radio earnings.

Five-man commission headed by Lord Shawcross, Shell Petroleum director & attorney general in former Labor Govt., found no harm in papers holding minority interest in TV but it urged end of press control of stations. Group called this necessary to preserve freedom and diversity of opinion.

Commission also proposed establishment of judicial court to rule on mergers or transfers of ownership of major newspapers. Court would have authority to decide whether amalgamations or purchases giving any organization control of papers with weekly aggregate sales of over 3 million copies was in public interest. New judiciary body, however, wouldn't be permitted to interfere with existing press combines.

BROADCASTERS LIKE COLLINS' DEVELOPMENT: More of what broadcasters want to hear is coming from NAB Pres. LeRoy Collins, nowadays. In speech before Tenn. Assn. of Bcstrs. in Nashville last week, he made these major points:

(1) "It is no secret that the FCC now has under discussion the adoption of radio commercial time limitations. This we will oppose with all our capability. This is not an area in which the govt. should tell us what we can and cannot do." But Collins again pitched for more Code subscribers as bulwark against govt. efforts in this area.

(2) Regarding radio "overpopulation" study by FCC & industry, Collins said he hopes "that adequate cures can be worked out wholly around sounder & better-enforced engineering standards." He said that any honest study must involve "economics"—but that it's "an insult to the broadcasters" and the FCC to assume study will result in recommendation that radio be made a public utility. "Strawman," he called such charges.

(3) "We are determined to preserve the freedom of broadcasters in international broadcasting as in domestic broadcasting." This was reference to furor over the Meyers proposal for new U.S. Office of International Broadcasting (Vol. 2:36 p2). Collins' answer to critics of TV programs sent overseas: "Let us resolve by open covenant with the people of America that we recognize this as a trust of great responsibility." He proposed that broadcasters work now to determine: international TV-radio impact on foreign policy, "the proper interests" of commercial & ETV broadcasters and govt. in programming, frequency allocations, international copyright laws. He proposed broadcaster-govt. consultation.

Among other topics Collins stressed: more editorializing, greater TV-radio access to public proceedings, stepped-up research—for greater profits & performance.

TV FILM "SIDESHOW" AT NAB MEET: Climax to 5-year stress between TV film distributors, who claim NAB invites associate membership (at annual rate of $1,250 for larger firms) and then treats them like stepchildren at annual convention, and NAB will occur during 1963 Chicago conclave. Eighteen (so far) of largest TV film companies will simply stage their own exhibit a block from NAB meet.

Background: After 1958 convention, NAB decided that film exhibitors had become too honky-tonky, ruled that they could maintain hospitality suites but couldn't exhibit. NAB spokesman said that member attendance at meetings, thereafter, improved substantially. Week before the 18 announced plans for own show, NAB said it could give them space on exhibition floor for 1963 meeting. Now, presumably, few if any will accept NAB's offer.

Walkout group has picked name for private show: "TV Film Exhibit—1963," and has booked 21-suite space at Chicago's Pick-Congress Hotel. This, TFE spokesmen said in N.Y., would provide "compact, centralized exhibit area" and "would not be designed to interfere with the NAB meetings."

Some of the biggest film firms are involved in the TFE project. Co-chmn. of TFE's executive committee are Seven Arts Associated vp Robert Rich and Screen Gems syndication vp Robert Seidelman. Also on committee are Trans-Lux vp Richard Carlton and Jayark Films vp Harvey Victor. Other TV firms in TFE: Allied Artists TV, Desilu Sales, Flamingo, Four Star Distrib. Corp., Hollywood TV Service, King Features, MGM-TV, Official Films, 20th Century-Fox, UA-TV, Video House, Walter Reade-Sterling, and Warner Bros. TV.

MCA is not part of TFE act, although MCA's syndication offshoot is one of industry's largest (off-network reruns, syndication properties, feature films) and MCA is reportedly "interested" in TFE project. Reason for MCA's caution: MCA is walking softly in Washington these days. Network-owned syndication offshoots, which generally stage their exhibits and hospitality functions within network suites at main NAB hotel, are also avoiding active participation in TFE.

There's no rancor involved in TFE, or so said spokesmen Rich and Seidelman last week. Outside exhibit is so far planned only as one-shot event, in hopes NAB will change its mind about film companies. On Sept. 12, Messrs. Rich and Seidelman junketed to Washington and met with NAB's Everett E. Revercomb and LeRoy Collins "to explain our position." It was, the film men said in N.Y., "a friendly meeting."

CURRENT CAPSULES

Naked pressure on FCC was exerted by Rep. Celler (D-N.Y.), chmn. of Judiciary Committee, with luncheon speech at National Mobile Radio System convention in Washington last week. With all 7 FCC members present, and obviously aware that Commission had scheduled discussions of Bell System rates with AT&T for the next 2 days, he said: "Why negotiate rates? It's outrageous. That's no way to regulate rates. There should be an investigation. I hope the gentlemen present take heed of what I say. If this be used as warning, let it be so. Maybe FCC doesn't have enough funds & staff to handle the problem. If so, it should ask for them." Celler also mentioned NBC-Westinghouse station exchange and RCA-NBC consent decree, said that his Anti-trust Subcommittee "will keep a close eye on it."

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Radio KWK St. Louis is clean, FCC Examiner Forest McClenning ruled in initial decision last week, recommending against license revocation on charges of running fraudulent contests (Vol. 16:45 p2). Examiner found that station mgr. William Jones had deceived KWK Pres. Andrew Spheeris, didn't tell him that prizes in "treasure hunt" promotion weren't hidden until last day of contests. In instances where vacation winners had trouble with airlines, he said, station did all it could to rectify situation. Several other charges were groundless or "too minimal" to worry about, he said. He concluded that Spheeris exercised reasonable supervision, said that FCC's Broadcast Bureau "fails to state what further acts of care and prudence could reasonably be expected under such circumstance and none is apparent." And, finally, he said, licensee itself certainly wasn't guilty of "wilfulness" in the instances where public was misled.

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Already-edgy educators, watching hassle in House Deficiencies Appropriations Subcommittee, where HEW is trying to pry $4.75 of its $32 million aid-to-ETV funds loose (Vol. 2:38 p3), had scare last week. Printed transcript of hearings released Friday showed HEW Undersecretary Ivan Nestingen arguing that federal funds for ETV are unnecessary because proposed new 2,000-mc system can do job much more cheaply. Statement actually had been made by Rep. Bow (R-O.), who is big foe of $32 million aid law, but printing error attributed it to Nestingen. Bow is booster of new 2,000-mc plan, which he thinks will be much cheaper than regular ETV. His office quickly confirmed that statement attributed to Nestingen was Bow's.

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Tobacco Institute is burned up about Sept. 19 *CBS Reports*, "The Teen-Age Smoker." In telegram to network Pres. Stanton, Institute Pres. George V. Allen protested "one-sided presentation against tobacco." Allen said his own participation was obtained by "misrepresentation . . . that the program would be an objective report on smoking and health." Instead, he complained, show presented "extreme opinions and prejudices" without attempting to dig into facts. He charged program failed to emphasize that causes of lung cancer still are unknown. CBS had no comment, merely pointed out that *CBS Reports* staff is highly competent. *N.Y. Times'* Jack Gould had the most cogent comment: "If in the future charges are made that commercial TV is beholden to its advertisers, last night's edition of *CBS Reports* will be a major exhibit in contradiction."

As "convenience to applicants and its own administrative processes," FCC announced that oath requirement on applications is eliminated, permitted by new law. However, many broadcasters are stewing about fact that Commission at same time imposed a new requirement—principal executive officer of parent company must now sign applications of broadcasting subsidiaries. Licensees affected termed this a real nuisance, hope to persuade Commission to drop it.

FCC Chmn. Minow's speech at Sept. 27 N.Y. Hotel Roosevelt luncheon of International Radio & TV Society (former RTES) is expected to emphasize world TV and communications satellites. All FCC members are invited, per annual custom.

RKO's multiple-station ownership will be an issue in NBC-RKO station-swap hearing, FCC's Review Board ruled, acting on petition by Philco (Vol. 2:34 p5). Philco said RKO has interest in 6 vhfs—one above ceiling—including 12½% of KWTV Oklahoma City and 2/3 of CKLW-TV Windsor, Ont. RKO said it's disposing of KWTV interest.

Another short-term license renewal was issued by FCC last week, which charged radio WACR Columbus, Miss. with unauthorized pre-sunrise operations and inoperative Conelrad receiver. Commission granted renewal to Aug. 1, 1963, to give station sufficient time to demonstrate "intention to operate in complete compliance with Communications Act and the Commission's Rules."

Personals

James T. Aubrey Jr., CBS-TV pres., appointed to Musical Theatre Academy of N.Y. board of advisors. . . . **James Aberle** promoted to CBS-TV Extended Market Plan sales mgr., succeeding **George Kolpin**, resigned to head own radio KDMO Carthage, Mo.

David A. Engles promoted to NBC Radio central sales mgr., Chicago; **Paul C. Holter** to western sales mgr., San Francisco . . . **Marshall Hough**, asst. to pres., Advertising Federation of America, elected AFA vp.

Joseph B. Somerset, radio WPAT Paterson, N.J. program operations dir., promoted to programming vp of parent Capital Cities Bcstg., N.Y. . . . **J. Robert Holland**, ex-WIIC Pittsburgh news dir., named to similar post at WCAU-TV Philadelphia, succeeding **Charles Shaw**, who will give full time to on-air activities.

George Schmidt new Radio-TV Representatives, N.Y. sales mgr., succeeding **Tom Carroll**, resigned to join H-R Reps there. . . . **Bob Johnson**, ex-20th Century-Fox TV Canadian chief, appointed UA Assoc. Canadian sales head, Toronto.

Kurt Blumberg, ex-Robert Lawrence Productions sales vp, named WNEW-TV N.Y. business mgr. . . . **Earl F. Reilly Jr.**, ex-radio KING Seattle mgr., named KING-TV sales mgr.

Norman Shavin, ex-Atlanta *Journal Constitution* Sunday editor, named Peace Corps public information office special asst. for TV-radio.

Henry E. Rhea, Triangle Stations engineering dir., also appointed pres. of Triangle-owned ITA Electronics, Lansdowne, Pa., succeeding founder **Bernard Wise**. Latter said he "still maintains a large ownership in the business" & has been offered "a substantial position with ITA." He's "evaluating" offer, will decide shortly whether to accept.

Tedson J. Meyers, former admin. asst. to FCC Chmn. Minow, who recommended starting a U.S. "Office of International Broadcasting" and began controversy (Vol. 2:36 p2), left last week on 2-month trip including South America on itinerary. In Bogota, Colombia, he'll work on Peace Corps project—help set up ETV system.

Joseph E. Keeton promoted to gen. mgr. of Fla. Antennavision, Panama City CATV system, succeeding **John A. Sullivan**, resigned. . . . **Ruby Renaut** named Toronto mgr., new Academy TV Film Productions of Canada.

Robert Prater, ex-Muzak national sales coordinator, appointed Broadcast Time Sales Philadelphia mgr. at new offices, 706 S. Washington Square. Phone: Pennypacker 5-3432.

Raymond C. Laws, ex-Rochester N.Y. *Democrat & Chronicle* reporter, former WROC-TV & radio WHAM Rochester asst. news dir., appointed news dir., new WOKR there . . . **Charles Ryan**, ex-radio WAJR Morgantown, W. Va. news dir., named WSAZ-TV Charleston news editor.

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"American Pageant of the Arts," Nov. 29 closed-circuit telecast to about 100 cities to raise funds for proposed $30 million national cultural center in Washington, has lined up: Benny Goodman, Harry Belafonte, Pablo Casals, Dorothy Kirsten, Frederic March, Gene Kelly, Danny Kaye & Jerome Robbins. Leonard Bernstein will host program, produced by Robert Saudek, in which President and Mrs. Kennedy will participate.

Vigorous protest against Sept. 17 *Newsweek* ETV column by Raymond Moley (Vol. 2:38 p3) came last week from NET Washington dir. David C. Stewart. Moley's contention that eligibility for funds under recently-enacted $32 million aid-to-ETV is limited to public schools & colleges is false, Stewart wrote magazine. Moley should know his comments were untrue, Stewart stated, since he reported on the bill (opposing it) on previous occasions. New law clearly states that any non-profit groups organized primarly for ETV broadcasting are eligible, NET official pointed out. Moley's suggestion that present ETV plan be scrapped in favor of the still-experimental 2,000-mc system, Stewart stated, "is like proposing to eliminate all air transportation in the U.S. and replace this service with monorail."

Big boost to communications between President and news media has been supplied by present administration, White House News Secy. Salinger told Radio-TV News Directors Assn. last week. Live TV news conferences are having big impact on public, he said, and White House has attempted to help TV, radio and other media develop own exclusives. Salinger said reason his office has no broadcast specialist is strictly budgetary. He urged broadcasters to send him suggestions and complaints about flow of news at White House.

N.Y.'s 3 TV stations broadcast a dreary stream of wrestling matches, detective shows, violent deaths and commercials, a Soviet tourist reports in Russian magazine *Soviet Culture*. Visitor A. Sakharov, who apparently couldn't find channels 2, 9 & 11 on his set while in N.Y., had glowing praise, however, for *Captain Kangaroo* and *Sing Along With Mitch*. "When listening to Mitch," reported Sakharov, "it seems not as if a chorus is singing, but really workers, farmers and sailors. It's an excellent production."

First Paraguayan TV station may be constructed next year, *International Commerce* reports. President Stroessner has issued decree setting 525-line standards for TV service.

Ben Casey & Dr. Kildare practice good medicine, according to current issue of AMA publication *Today's Health*. AMA is advisor for both series.

New 1,078-ft. tower of WITI-TV Milwaukee—tallest self-supporting unit in U.S.—now in use at city's antenna farm.

Entron has moved to new plant at Montgomery Industrial Park, Silver Spring, Md.

ABC radio network appoints Sindlinger market analyst.

NEW AM-FM RADIO DIRECTORY

EXTRA COPIES of our updated 1962 AM-FM Radio Station Directory are now available. Full TV-AM-FM service subscribers have received the directory as part of their service. The directory lists all North American AM & FM stations by state & frequency (with company names, addresses, frequencies, powers, DAs, FM antenna heights, network affiliations, stereo operation), plus all AM & FM applications by state & frequency, AM & FM stations by call letters, FCC's officially approved AM & FM transmitters. Copies are $7.50, $5 each for 5 or more.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

DEFINING THE 'ELECTRONIC INDUSTRIES': That $12.1-billion complex of industries known as electronics—ranking 5th among all U.S. industries in dollar-volume of factory sales—is defined & delineated statistically in valuable new compilation from EIA's marketing services dept.

Electronic Industries 1962 Yearbook, compiled under direction of EIA marketing services dir. William F. E. Long, gives at-a-glance statistical data of all branches of electronics & related industries, placing industry's growth from $1 million in 1914 to an anticipated $13.1-billion in 1962 in panoramic perspective.

Of particular interest in consumer electronics field are these recapitulations of past years:

Tabulation of consumer electronics factory sales shows rise from $1.797 billion in 1957 to $2.101 billion in 1960, with slight decline to $2.087 last year. However, since color TV is excluded, it's good guess that 1961 sales totaled slightly higher than 1960's. EIA has already estimated 1962 factory sales at about $2.2 billion (Vol. 2:38 p7).

Breakdown of these figures makes interesting reading. Last year, black-&-white TV sales brought in $832 million at factory level. Second biggest consumer electronic item last year was the phono, which accounted for $335 million at factory. This is followed by miscellaneous category, at $270 million, which includes tape recorders, electronic organs, pleasure boating electronic equipment, home training kits, electronic toys, electronic ovens, etc. Next biggest category is records & magnetic tapes, with value of $265 million last year, followed by home radios at $209 million, auto radios at $134 million and hi-fi components at $42 million.

Hi-fi component sales, always a sketchy area, are estimated in yearly breakdawn. EIA computes them at paltry $1.9 million (factory sales) in 1950, zooming to $7.5 million in 2 years and climbing to $42.2 million last year. Sales of specific hi-fi components are almost equally divided in dollar volume among amplifiers, speakers & tuners (record changers & turntables aren't tallied). Last year, component hi-fi fans spent slightly more for speakers ($15.1 million) than for amplifiers ($14 million) or tuners ($13.1 million).

Attrition on consumer electronics manufacturing scene is shown graphically in tally of number of manufacturers. In 1950, there were 140 makers of TV sets. This figure dropped almost steadily to 35 last year —the all-time low. Radio manufacturers, too, have decreased. From 59 makers of home radios in 1953, number dipped to low of 31 in 1957, rising again to 43 in 1960 and 42 in 1961. There were 12 auto radio makers in 1952 and only half that number in 1961.

Copies of Yearbook are available at $2 each from EIA, 1721 DeSales St., N.W., Washington 6, D. C.

ELECTRONICS EXPORTS UP, IMPORTS UP MORE: Even as Senate was passing President Kennedy's foreign-trade bill, with implications of vast changes in electronics industry trade patterns, Commerce Dept. was distributing figures showing large increase in U.S.-foreign trade in electronic products.

Official figures for first half of 1962 showed electronics industry's balance of trade still overwhelmingly "favorable"—more exports than imports. While they indicated U.S. electronics exports had increased 32% over first-half 1962, they also showed 58% increase in imports of electronic equipment. Thus imports currently are rising far more rapidly than exports—and many in industry feel trade bill will accelerate this process.

During first half of this year, U.S. electronics industry exported $372.3 million worth of equipment, up from $282.6 million in same 1961 period. Imports totaled $114.6 million, compared with $72.2 million year be-

fore. While major gains in U.S. exports were concentrated in "special-category items," such as large one-of-a-kind complex equipment, more than half of U.S. electronic imports were in category of "radio apparatus & parts."

Areas where gains in U.S. exports were scored included many categories where Japanese are also increasing their exports—for example, semiconductors, TV receivers, recorders, test equipment, computers. Declines in U.S. exports were registered in tubes & broadcast equipment.

U.S. exported 73,000 TV sets during first half 1962, with value of $9,377,000, compared with 60,000 at $7,095,000 during same 1961 period. In addition, some 80,000 TV chassis were exported at $4,959,000, vs. 73,000 at $4,947,000 year earlier. Venezuela was biggest U.S. customer for TVs, buying $2,453,000 worth of sets & $571,000 worth of chassis.

Other U.S. consumer electronics exports for first-half 1962 (similar 1961 period in parentheses): Home radios, 62,000 at $1.8 million (down from 77,000 at $1.62 million); home radio chassis, 22,000 at $374,000 (vs. 22,000 at $452,000); picture tubes, 418,000 at $8.15 million (vs. 473,000 at $9.74 million). Decline in radio exports reflects increasing competition, particularly from Japan.

Import figures show "radio apparatus & parts" at nearly $59 million, up from $43.5 million in 1961 period, with transistor radio imports totaling 4,756,000 units at $29.87 million (compared with 3,725,000 units at $25.33 million). Particularly strong increase was shown by "other articles" category, which includes microphones, hi-fi equipment, amplifiers, etc.—to $12.48 million from mere $2.27 million a year earlier.

Interesting comparison of electronics balance of trade with selected countries is evident in EIA's new Electronics Industries Yearbook, showing comparison of 1961 imports & exports: Electronic equipment from U.S. to Japan, $28,977,000; from Japan to U.S., $98,202,000. To Canada, $80,186,000; from Canada, $22,857,000. To U.K., $23,592,000; from U.K., $21,306,000. To West Germany, $37,488,000; from West Germany, $21,919,000. (Although not directly comparable, these figures give good idea of magnitude of difference in U.S. import & export trade with foreign countries.)

MORE TALK ABOUT SUPPLIER PRICE RISES: Couple of tube makers last week individually confirmed our Sept. 10 report that price increases may be in wind (Vol. 2:37 p6). But parts makers, by & large, indicated that business right now is too hotly competitive to permit more than extremely modest raises, despite pinch in costs.

Sylvania is "considering an increase" in picture-tube prices, we were told by marketing vp Robert Lynch—"but at this time we have no definite plans."

National Video is feeling profit squeeze as result of depressed picture-tube prices, Pres. Asher J. Cole told stockholders meeting last week (for financial report, see p. 11). Higher prices, he said, "are quite possible in the near future." His confidence, he said, is based on increasing demand, which would make increase "more palatable to set producers."

There's no unanimity among parts makers—except that they are feeling cost squeeze themselves.

"Component prices should go up—there's no question about that," we were told by one major manufacturer of resistors and other parts. "However, whether they do go up is another question. Competitive pressures so far have kept prices down despite rising labor costs. Foreign competition certainly isn't helping the price & profit picture, and the new trade bill isn't conducive to raising prices. Prices should go up, but we don't see any sign that they will."

From another parts maker—Radio Condenser senior vp Russell E. Cramer Jr.—came this comment: "There's a real tight price squeeze right now." He anticipates price rise—but only slight one and probably not for another 6 months or so. He also noted that foreign competition is increasing, thereby holding lid on prices. "In this industry right now," he added, "companies are cutting their internal organizations to the core to keep rolling. That's the way the semiconductor business came back—by dropping unprofitable product lines, consolidating departments and trimming non-essential products, personnel & services. That's what's going on in this industry today."

Erie Resistor mktg. vp Allen K. Shenk noted that "prices are still quite soft, especially in capacitor field, and I see no evidence of an upward trend." He added that "there are many areas in which certain components are selling at unrealistic prices," noting increasing trend among parts makers to bid to the bone for 6-month OEM contracts.

J. A. Milling, president of Sams Div. of Howard W. Sams & Co.—a man who generally has his finger on pulse of parts business—put it this way: "It's a pure question of economics. If the line can be held on costs of wages & materials, chances are the parts manufacturers will sweat it through. The situation differs by product & category, of course—but manufacturers are going to remain competitive till it hurts."

This situation isn't peculiar to electronic parts industry. Reporting on survey of 100 manufacturers, *Wall St. Journal* said Sept. 21: "In product lines from crackers to steel, manufacturers are itching to raise prices to relieve a profit squeeze. But competition is so fierce that the great majority don't dare try."

JULY—TURNING POINT FOR PHONO SALES: July was crossover month for phono sales—the month that brought total sales for 1962 ahead of 1961.

As in TV & radio, July was whopping month for distributor sales of phonos. In fact, it was year's 2nd best month in total sales—trailing only month of March, and by mere 7,000 units at that.

Dealers bought new-model phonos to extent of 292,300 sets in July—increase of 18% over July 1961—new EIA figures show. This brought sales for first 7 months of year to 1,721,987 units—about 9,000 better than Jan.-July 1961. Monophonic units account for difference, since stereo sales for 1962 haven't quite caught up to 1961.

July was 3rd month out of 7 that phono distributor sales surpassed same month in 1961—others being March & June. With phono sales now ahead of 1961's figures, all 3 major branches of consumer electronics now bid to have better year—unit-wise, at least—than last year.

Here are EIA's official figures for phono sales & production, with 1961 comparisons:

PHONO DISTRIBUTOR SALES

Month	1962 Mono	1962 Stereo	1962 Total	1961 Mono	1961 Stereo	1961 Total
January	48,423	171,305	219,728	74,881	211,268	286,149
February	50,563	188,857	239,420	54,097	210,365	264,462
March	60,206	236,051	299,257	59,290	231,021	290,311
April	54,615	146,577	201,192	48,532	173,585	222,117
May	65,192	130,372	195,564	55,057	164,400	219,457
June	91,526	183,000	274,526	47,970	170,178	218,148
July	90,175	202,125	292,300	58,514	153,550	212,064
TOTAL	463,700	1,258,287	1,721,987	398,341	1,314,367	1,712,708

PHONO FACTORY SALES

Month	1962 Mono	1962 Stereo	1962 Total	1961 Mono	1961 Stereo	1961 Total
January	68,545	191,014	259,559	80,336	211,383	291,749
February	52,566	202,846	255,412	50,710	204,638	255,348
March	60,991	237,492	298,483	62,396	227,469	289,865
April	45,152	137,950	183,102	53,074	152,974	206,048
May	67,610	119,682	187,292	53,887	142,450	196,337
June	104,548	278,989	383,537	61,533	197,170	258,703
July	89,699	220,694	310,393	70,681	171,331	242,012
TOTAL	489,111	1,388,667	1,877,778	432,647	1,307,415	1,740,062

'TOUGH GLASS'—TV DESIGN CHALLENGE? Just when it appears "they've gone about as fur as they can go," something new crops up to open new vistas in possible improvements of existing consumer electronic products.

Take Corning's new "Chemcor" process, for example. As announced & demonstrated to newsmen last week, it's new method of tempering glass which makes it up to 5 times stronger than previous glasses. There are dozen different types of Chemcor glasses, some of them extremely flexible while retaining glass' natural properties—transparency and inertness (resistance to corrosion).

Development means ultimate availability of extremely strong glass—or glass which is far thinner & lighter than present glasses of comparable strength.

What does this mean to TV? Immediately, not much, according to Corning research & development vp William H. Armistead. Corning's present bonded-tube bulb is strong enough, he told us. Besides, at present state of art, Chemcor glasses can't be used for picture-tube bulbs, because reheating process at tube plant would cause them to lose much of their added strength. Dr. Armistead conceded Chemcor could be used in bonded-tube "caps" (implosion plates), but said there are no plans now because it seems unnecessary.

It doesn't take much imagination, however, to foresee day when extra-strong glass can be reheated and reworked. Such a development could mean picture tubes possibly one-third of their present weight for

lightweight sets—or, alternately, tubes of present weight which are not only implosion-proof but virtually unbreakable & crackproof, without any cap or external implosion glass. (Kimble's Kimcode process is classified implosion-proof, but it can crack or break.)

This type of development is in indefinite future. Nevertheless, there may be other consumer electronic uses of tough glass which are closer to realization. In announcing new glasses, Corning said it wanted to challenge imagination of designers to develop new uses of glass. What TV-radio-phono designers will do with Chemcor, if anything, can be anybody's guess. But since anybody can guess, we have visions of strong & smooth glass cabinets for some unusual radios or phonos. If there's no economic or aesthetic justification for this, how about a TV set whose entire "front end"—mask, escutcheon & all—is made of strong, lightweight curved glass, either bonded or gasketed to picture tube?

There are constant new challenges in new materials & new processes. Chemcor is only one of these developments which may help shape consumer electronic products into something new, something better, to enhance their appeal to American public.

TV-RADIO PRODUCTION: EIA statistics for week ended Sept. 14 (37th week of 1962):

	Sept. 8-14	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	154,126	121,666	143,430	4,551,402	4,102,560
Total radio	420,917	342,316	400,235	12,937,025	11,131,810
auto radio	153,489	119,938	89,551	4,685,110	3,517,421

Trade Personals

Lester L. Kelsey resigns as TraVler Industries merchandising vp.

William Lawrence, ex-General Dynamics, appointed Lab for Electronics exec. vp, a new post; R. Everett Curtis named vp-gen. mgr. of Tracerlab Div.

N. M. Marshall named industrial mktg. gen. mgr. of General Precision's GPL Div., a new post.

E. R. Perry elected pres. of National Electrical Mfrs. Assn. to fill out unexpired term (to Nov. 14) of Homer Travis who died in July.

Philip L. Gundy, ex-Ampex vp & asst. to pres., appointed Technical Systems Inc. exec. vp & dir., Los Angeles.

William H. Cooley "is no longer" pres. of TV Shares Management Corp., Chmn. Chester D. Tripp disclosed last week, adding that successor is expected to be selected "within the next 10 days or so."

Allan F. Schmahl appointed govt. mktg. mgr., Sylvania Tube Div., with hq in Seneca Falls, N.Y.

Lee Bunting appointed Bell Television chmn. . . . Thomas G. Lanphier Jr., ex-Fairbanks, Morse pres., elected Raytheon vp for corporate planning, a new post.

Werner P. Gullander resigns as General Dynamics exec. vp to become first full-time pres. of National Assn. of Mfrs., effective Nov. 1. Previously, he had been with GE for 22 years.

L. Berkeley Davis, GE vp & Electronic Components Div. gen. mgr., & former EIA pres., appointed 1962-63 chmn. of EIA's organization planning committee; Frank Whitten, Philco Electronic Products Service Div. mgr., named chmn. of EIA service committee for 2nd term; William F. Rueger, Sylvania vp, secy. & general counsel, renamed chmn. of EIA law committee.

Dr. Herbert F. Mitchell Jr., ex-Collins Radio, joins Teleregister as advanced systems development vp.

Matthew J. Fleming Jr. elected a Clevite vp, will devote efforts to operation of subsidiary Clevite Transistor. He was incorrectly reported a vp of the subsidiary in Vol. 2:38 p11.

Terry Halpern promoted to mgr. of International Resistance's Control Components Div.

Albert I. Rothenstein, Arco Electronics chmn.-pres., elected a dir. of parent Loral Electronics.

Martin L. Scher, formerly with Admiral-N.Y. & Motorola-N.Y., appointed to new post of vp of BSR (USA) Ltd., distributor of BSR record changers & tape decks; G. Leonard Werner named sales vp, also a new post.

■

Magnavox is adding dealers in markets where existing outlets fail to meet quotas, Pres. Frank Freimann said in letter to franchised dealers. Company is establishing quota for each market, and "where we fail to attain these quotas, we will add as many dealers as we need to achieve adequate distribution." With some 2,000 franchised dealers, Freimann noted Magnavox now accounts for about 4% of national TV market.

Curtis Mathes has formed Curtis Mathes Co. of Arkansas, a wholly-owned subsidiary, to manufacture TVs, radios, wood cabinets & electronic components in facilities leased from McCoy Couch Furniture Mfg., Benton, Ark. Horace Kelton, Curtis Mathes exec. vp, secy. & treas., also has been named pres. of new subsidiary. Benton facilities will approximately double Curtis Mathes production capacity.

Admiral has renewed for 3 more years its 2,500-sq.-ft. electric sign in Times Square, N.Y. Sign, turned on in April, 1952, proclaims "Admiral" in 16-ft. high letters, "Television" & "Appliances" in 8-ft. letters.

Ampex's Road Back: Rise & fall—and rise again—of Ampex Corp. are detailed by Sept. 17 *Wall St. Journal* to illustrate "in somewhat extreme form" the problems "that can build up almost without notice during periods of great corporate growth."

"Few companies in any business have achieved more rapid growth than Ampex," which was formed in May 1946, case history noted. From 1950 to 1960, sales mushroomed from less than $1 million to more than $73 million. Profits boomed from $115,000 to nearly $4 million. Suddenly, in fiscal year 1961, ended April 30, Ampex produced "stunning reversal" with loss of $3.9 million on sales decline to $70 million.

Journal noted that various factors suddenly came to head in mid-1960, aggravated by unanticipated slowdown in orders for magnetic tape recorders. Among factors: tremendous overhead & duplicated services resulting from decentralizing of corporate structure in 1959; management inexperience at high levels; failure to cut production when sales slowed; "tinkering with its products in an effort to make them more attractive to potential buyers," but "hasty design changes" resulted in obsoleting "some unsold products and unused parts." In 1960-61 fiscal year, Ampex was forced to write off $4.3 million in obsolete & excess inventory.

With revitalization of Ampex management, election of William E. Roberts as president in 1961, centralization of corporate structure, pickup in tape recorder business, and severe cutting of costs, Ampex hit road back. In its 1962 fiscal year ended last April 30, Ampex earned $3.2 million on $84.1 million sales. Sales & earnings "are at record levels so far this fiscal year," *Journal* said.

"Where does Ampex go from here?" Company now makes 5 types of products, case history noted, but "intends to introduce 25 or more new products by next April." Ampex also is "particularly interested in pushing foreign sales, plans to expand its manufacturing facility at Reading, England, and is considering building a plant in Germany."

Concluded *Journal* analysis: Ampex's experience "points up why all-around management ability is assuming increasing importance in the electronics industry, an industry in which technological innovation once almost guaranteed success."

■

Distributor Notes: **Dominion Electrohome Industries** appoints **Romaine L. Marco** district sales mgr. for San Francisco & northern Cal., **George Auf Der Heide** district sales mgr. for St. Louis area; **John G. Shannon** appointed special sales asst. for N.J., Del., Md., Cal. & eastern Pa.; **Charles W. Gavin** appointed for metropolitan N.Y. • **Sylvania** appoints **Strawn Distributing Co.** (Robert C. Strawn, pres.), Preston St., Knoxville, Tenn., TV-radio-phono distributor in 16 Tennessee counties.

■

Phono record sales outstripped book sales at retail counters, in 1961 for 2nd consecutive year, RIAA reports. Sales of books (except texts & encyclopedias) totaled $509,640,000. Record sales came to $513,100,000.

Add FM stereo starters: WTIC-FM Hartford will begin stereocasting Oct. 14.

RCA has introduced new 19-in. TV with swivel base, with open list.

National Video Sags: "Disappointing" was Pres. Asher J. Cole's word for National Video's fiscal-1963 opening quarter, ended Aug. 31. He told stockholders that depressed price for TV picture tubes (see p. 8) caused profits to drop to $86,690 from $325,078 in June-August 1961, sales to dip to $3.9 million from $4.6 million (see financial table).

Color TV is expected to contribute to a profit upswing in near future, he said, adding: "We will have spent a total of $1.5 million or $2 million on this product and we hope that it will become a profitable item after about a year of production."

National Video will initiate limited production of 21-in. 90-degree color tube by March 1963, will be in full production by July or August (Vol. 2:35 p7). Pilot runs will commence around first of year. New 45,000-sq. ft. plant now under construction will enable National Video to turn out 10,000 color tubes monthly, he said.

■

Mergers & Acquisitions: Avnet Electronics has reached preliminary agreement to acquire for 300,000 shares, valued at more than $7 million, **Hamilton Electro,** Los Angeles distributor of electronic components & devices. Agreement, subject to approval of Hamilton stockholders, calls for Avnet to exchange one share for each 2 of Hamilton's 600,000 outstanding shares. **Oxford Electric,** Chicago-based components manufacturer, has acquired **Globe Tool & Die Co.** and affiliate **Globe Instrument,** both in Southbridge, Mass.

Japan's electronics industry will spend $100 million in 1963 to expand & modernize facilities. Toshiba Pres. Fumo Iwashita said Japan also will spend $200 million to expand its electric industry. "We anticipate that we will seek a major portion of these funds in the international money market," he noted. Toshiba alone will invest $61.4 million in equipment in its current fiscal year, anticipates rise in sales to $700 million.

Giannini Controls expects this year's profits to run "comfortably ahead" of 1961's $858,000, Pres. Donald H. Putman reported. Conrac Div., which makes closed-circuit TV systems, has racked up best sales increase to date this year, he said. Giannini anticipates "a very strong 4th quarter," has increased backlog to nearly $11 million from $8.7 million Jan. 1.

Sign of the times: *TV Guide's* familiar logo, the magazine's name within a TV picture screen, has been updated to reflect changing shape of TV. It's now a "square-cornered" picture, corresponding to contours of the newer 16-, 19- & 23-in. tubes.

Emerson has introduced a room air conditioner with a small refrigeration compartment that can be operated independently. Pres. Benjamin Abrams said refrigerator feature will increase year-round sales & use of air conditioners. Recommended retail price: $279.

New EIA members: Dreyfus Fund Inc., N.Y.; Emenee Corp., N.Y.; KLH Research & Development Corp., Cambridge, Mass.; Pickard & Burns Inc., Waltham, Mass.; Telautograph Corp., Los Angeles.

New plants & expansions: Sonotone has purchased from govt. 46,000-sq.-ft. plant which it had been leasing at Cold Spring, N.Y. for production of nickel-cadmium batteries. Sonotone plans to double plant's size for expanded battery production.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Electronic Assistance	1962—6 mo. to July 31	$ 1,105,295	$ 39,248	$ (226,052)	—	1,307,668
	1961—6 mo. to July 31	1,451,945	115,370	56,991	$0.04[1]	1,307,668
GE Ltd.	1962—year to Mar. 31	378,487,200	——	8,912,400	.35	——
	1961—year to Mar. 31	322,066,000	——	5,530,000	.25	——
Gulton Industries	1962—6 mo. to Aug. 31	14,471,000	——	704,000	.62	1,131,370
	1961—6 mo. to Aug. 31	10,702,000	——	393,000	.35	1,129,810
	1962—qtr. to Aug. 31	7,516,000	——	340,000	.30	1,131,370
	1961—qtr. to Aug. 31	5,802,000	——	318,000	.28	1,129,810
Lynch Corp. (Symphonic)	1962—6 mo. to June 30	10,969,429	(66,105)	(125,933)	—	963,926
	1961—6 mo. to June 30	8,885,304	222,600	1,402	—	715,555
	1962—qtr. to June 30	7,344,249	——	108,453	.12	963,926
	1961—qtr. to June 30	4,970,294	——	47,656	.06[2]	715,555
National Semiconductor	1962—6 mo. to June 30	1,715,819	——	72,802	.12	——
	1961—6 mo. to June 30[3]	——	——	——	—	——
National Video	1962—qtr. to Aug. 31	3,919,658	——	86,690	.07	1,233,334
Story on p. 11	1961—qtr. to Aug. 31	4,559,259	——	325,078	.26	1,233,334
Pentron Electronics	1962—year to June 30	10,752,544	572,218	356,911[4]	.15	2,441,037
	1961—year to June 30	6,788,087	(426,529)	(491,929)	—	2,055,000
Perkin-Elmer	1962—year to July 31	39,600,000[5]	——	1,929,111[5]	1.50	1,287,134
	1961—year to July 31	31,800,000	——	1,573,413	1.24	1,271,434
Seeburg	1962—9 mo. to July 31	37,700,000	——	1,197,000[6]	.61	1,964,802
	1961—9 mo. to July 31	25,100,000	——	917,000[7]	.46	1,964,802
Sony Corp.	1962—6 mo. to Apr. 30	27,616,000	——	1,180,000	.28	3,630,060[8]
	1961—6 mo. to Apr. 30	23,725,000	——	1,139,000	.31	3,630,060[8]
Universal Pictures	1962—39 wks. to July 28	——	——	4,547,939	5.07[1]	880,770
	1961—39 wks. to July 28	——	——	2,284,782	2.45[1]	888,390

Notes: [1] After preferred dividends. [2] Adjusted to reflect 5% stock dividend June 1962. [3] Comparison unavailable. [4] Includes $140,000 credit resulting from changing pricing of one division's inventory. [5] Record. [6] Includes tax credit of $150,000 (8¢ a share). [7] Includes tax credit of $399,000 (20¢). [8] American Depositary Shares.

Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
CTS Corp	Q	$0.12½	Oct. 20	Sep. 28
Int'l Electronic Research	Stk.	3%	Nov. 1	Oct. 10
MPO Videotronics-A	Q	.10	Oct. 15	Sep. 28
Motorola	Q	.25	Oct. 12	Sep. 28
TV Shares Management	SA	.20	Nov. 16	Oct. 31

Zenith sales in August climbed 15% higher than those of Aug. 1961 & 3% higher than previous high set in Oct. 61. Sales for 1962's first 8 months also set record. Chmn. Hugh Robertson & Pres. Joseph S. Wright said "it has recently been necessary to increase 4th quarter production schedules on all Zenith products." Sales of b&w TV, radios & stereo hi-fi are ahead of a year ago, they said, and color TV sales "continue to run ahead of initial expectations."

Rollins Bcstg. expects 25% jump in sales & earnings in its first fiscal half ending October 31. In previous fiscal first-half, May-October 1961, Rollins earned 27¢ a share on revenues of $2,999,289. Pres. O. Wayne Rollins told stockholders 2nd-quarter net income will rise slightly from year-ago's $144,731 (15¢ a share).

Electronics International Capital Ltd., Bermuda-based investment firm, has invested $1 million in S.A. Novak of Brussels, a leading Belgian TV-radio manufacturer. EICL said Novak soon will be merged with Antwerp electronics manufacturer AREL, in which EICL has invested $2.1 million. When merger is completed, EICL will own 62% of combined firm. An international banking institution, EICL concentrates in electronics, has some $10 million invested in this field.

P. R. Mallory expects 3rd quarter earnings to "exceed somewhat" the $961,035 earned in 1961's September quarter. Administrative vp Charles A. Barnes forecast a sales rise to more than $24 million from $20.7 million in July-Sept. 1961. He said "across-the board" gains in all product lines contributed to anticipated 9-month sales increase to some $73 million from $62.1 million in Jan.-Sept. 1961.

Servel is seeking control of Sonotone via offer to buy 700,000 of latter's 1,220,000 outstanding common shares. Servel offer expires Oct. 11, is for $10 a share free of transfer tax & stock exchange commissions. Sonotone closed Sept. 19 at 6⅞.

Our N.Y. Office to Move

On Oct. 1, our N.Y. office will move to larger quarters at 580 Fifth Ave., N.Y. 36.

WEEKLY **Television Digest**

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The authoritative service for executives in all branches of the television arts & industries

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Broadcast

TEXANS STORM CANON 35 IN ESTES TRIAL, WFAA-TV, KLTV and radio operators keeping door open, Judge Dunagan citing TV "maturity." Fingers crossed as judges meet Oct. 5-6 to debate Canon 35 (p. 1).

3-NETWORK COLOR broadcast for first time last week, as ABC & CBS join NBC in presenting tint programs. Uniformly high quality observed (p. 2).

MINOW WARNS ON SATELLITE RESPONSIBILITY of private broadcasters and satellite owners in new age of international TV. In N.Y. speech, he also reviews past year's FCC accomplishments (p. 3).

INSTANT-RESEARCH SYSTEM, which lets viewer "talk back" to TV station, arouses interest along Madison Ave. Test-marketing device claimed to be far cheaper than present instant-rating systems (p. 3).

MOBILE RADIO STALKS CH. 14 & 15, EIA section to file petition seeking reassignment of space. Wouldn't disturb operating stations on either channel (p. 4).

WFDH-TV WINS CH. 5—AGAIN in 4-1 FCC decision, Minow dissenting. Commission finds demerits for all applicants, decides on "conventional criteria" (p. 6).

Consumer Electronics

PICTURE TUBE PRICES going up, as manufacturers claim profitless prosperity. Increases announced to customers by National Video, Rauland & RCA; others expected to follow suit later (p. 8).

GE PLANS 3RD 'SALES & DISPLAY' CITY this year on basis of excellent results in Salt Lake City & Memphis. Salt Lake sales are ahead of a year-ago & GE's over-all national average (p. 9).

NEW U.S. COLOR TUBE, shunned by manufacturers here, being developed in Japan for export to U.S. Two-color phosphors said to produce full spectrum in 'b&w set which can receive color' (p. 9).

GOOD SALES CONTINUE into fall. August distributor TV sales 6% above 1961, with cumulative 8-month radio & TV sales up 9% for period. Full-year sales of 6.3 million TVs seen (p. 10).

PENNEY SETS TV TEST FOR FOR NOV; first private-brand sets, originally slated for debut this month, will appear in 18 test stores around Nov. 1; name not yet selected but "P" is good bet (p. 10).

TEXANS STORM CANON 35 IN ESTES TRIAL: Brilliant coup, perhaps genuine breakthrough for TV-radio freedom-of-access, came last week in Tyler, Tex. when Judge Otis Dunagan ruled that TV could cover Billie Sol Estes trial.

WFAA-TV did the pickup, carried full proceedings live Sept. 24 & 25 until trial recessed to Oct. 22, fed it to KLTV Tyler. CBS & NBC leased lines, taped full proceedings, excerpted them for newscasts. WFAA-TV did tape-editing for ABC.

Long spadework had been done by the 2 TV stations plus radio outlets in area. Elated broadcasters are now on tenterhooks, however, because Tex. judges meet in Austin Oct. 5 & 6, will discuss adoption of "Canon 35" which bans court broadcasting. Several times in past, judges have rejected ban, left rulings up to individual judges. Judge Dunagan has permitted cameras in before. But if Austin session is adverse, he said he'll comply, bar cameras & mikes when trial resumes.

WFAA-TV said telecasts were "first time such a nationally-publicized trial of criminal charges has been televised." And gen. mgr. Mike Shapiro vowed that he'd carry every minute of trial live, cancelling entire normal schedule—"for days, weeks, as long as it lasts." Court sessions usually run 9-5 daily.

Judge Dunagan said: "Now we have watched television, of course, grow up from its infancy now

until its maturity. But it is a news medium. So I really do not see any justified reason why it shouldn't be permitted to take its proper seat in the family circle. . . . I had the privilege yesterday morning of sitting in my home and viewing a sermon from the First Baptist Church over in Dallas and certainly there wasn't any circus in that church. And I feel that if it's a proper instrument in the House of the Lord it's not out of place in the courtroom properly supervised. . . .

"I can assure you now that this court is not going to be turned into a circus—with TV or without it. . . . Under proper supervision I am unable to see how it would prejudice the defendant for the public to actually look in and get an eye view of what's actually going on. They're going to be reading about it in the newspapers. Going to be hearing about it on radio, and I do not care to discriminate between the news mediums."

Estes' attorneys protested bitterly, said TV would prevent fair trial anywhere in U.S.—"or even the UN." They put TV crew chiefs on stand, quizzed them in effort to show equipment would be distracting. For last week's sessions, WFAA-TV had 15 men on hand, will have many fewer if telecasts resume.

NAB vp Howard Bell, association's "freedom man," said he was greatly pleased by judge's ruling and that NAB was standing by to assist if its help is needed. Industry is concerned lest use of too many cameras, live & film, and excess of microphones, cool judge's enthusiasm. Pooled coverage, including possible construction of booth in courtroom, is under consideration.

3-NETWORK COLOR—IT ALL LOOKS GOOD: Last week marked a "first" in network TV history—although TV's historians probably won't mark it down in their books. It was first week in which all 3 networks broadcast color programs.

We had pleasure of monitoring all 3 over N.Y. flagship stations, and we can only report decisively that color is better than ever—because there's more of it. And we can add that despite NBC's lead in color experience, reproduction of color films on ABC & CBS was in no way inferior.

NBC's color, so far this fall season, has been excellent—both live and film. Prime examples are *Disney* and *Bell Telephone Hour*, whose color rendition & beauty would be difficult to beat—particularly last week's versions. Color tape, while it shows up as spectacular at NAB conventions, still leaves something to be desired under broadcast conditions—as witness *Mitch Miller* & *Tonight* shows, the latter comparison perhaps unjustified since it employs low-light color cameras.

ABC started color programming last week, and we watched 2 shows Sun., Sept. 23—*The Jetsons* and Hollywood movie show. Former, being cartoon, showed nothing except that there was color on tube. Latter, being squeezed-in Vistavision color movie ("The Big Country") was good test under relatively adverse conditions. We found flesh tones warm, scenery spectacular and color rendition exciting. Show was carried in color by ABC-TV's 5 o-&-o's, 43 other affiliates.

CBS sneaked in a color show Mon. Sept. 24 with little advance publicity. That is, it was carried in color by affiliates in N.Y., Chicago, Los Angeles & Washington. It was 60-min. special, "The Road to Button Bay," dealing with Girl Scout jamboree, filmed by Time-Life Broadcasters. Color of film itself was pleasing pastel variety associated with CBS's previous colorcasts of several years ago. General Foods commercials in show were among best we've seen—and no pastels, either. On our set, products stood out sharply, in true colors. We don't know how these commercials looked in monochrome, but in color they were truly arresting.

ABC, incidentally, is going about color seriously & studiously. It has distributed to all film makers & affiliated stations its manual, "Recommended Practices for Color TV Slides & Films," only book of its kind now available—specifying density values & other technical requirements for color TV prints on ABC-TV network.

At week's end, neither ABC nor CBS said it had heard any appreciable viewer reaction to its color.

NBC, meanwhile, swings into "color week" today, broadcasting more than 66 hours of color this week, including World Series games. Newspapers seem to be taking more cognizance of color. N.Y. Sunday papers, *Times* & *Herald Tribune*, both had special articles on color TV Sept. 23, and this week end Trib will have supplement geared to color TV & FM stereo, partially sponsored by Consolidated Edison Co.

MINOW WARNS ON SATELLITE RESPONSIBILITY: Private-enterprise TV faces new responsibilities in age of international satellite communications in which "the penalty for irresponsibility will be more serious for the nation than revocation of a station license." So warned FCC Chmn. Newton N. Minow in N.Y. Sept. 27 before capacity crowd (nearly 1,000) membership of International Radio & TV Society.

New ways must be found to work together within U.S. communications industry, Minow said, suggesting that "networks may want to join hands and rotate the carrying of some international events live on one network at a time"—an echo of earlier FCC pleas to avoid competitive scheduling of public-affairs specials. Minow went so far as to say that govt. cooperation in such alliances "is yours for the asking."

New responsibilities for FCC have also been created with fast-developing private-ownership satellite communications program. Key problems for FCC, as cited by Minow: (1) Approval of rates. (2) Competition in equipment procurement. (3) Govt. access to system "in the national interest." (4) Approval of stock & financial transactions. (5) Watchdog role on additions to corporation formed under Communications Satellite Act.

Track record of FCC since last fall was reviewed briefly by Minow, who pointed to a number of "tangible accomplishments": (1) ETV in N.Y. and Los Angeles; with N.Y. station operating, "that job is now half-done." (2) Uhf-equipped receivers will "change the face and voice of TV in the present decade," and uhf will "become a commercial success in the years ahead."

Other FCC gains since last fall include the winding up of 6-year study of network operations, tightening-up on advertising practices in TV (in consultation with FTC), joint-operation TV stations in markets where networks were cramped for outlets, a review of Chicago local TV (after "substantial complaints"), start of a pay-TV experiment in Hartford, a clampdown on "trafficking" in licenses, more on-air controversial programs, FM stereo, and more streamlined practices within FCC, according to Minow.

Minow also chided networks for practice of scheduling much of new crop of children's TV series "at the identical time Saturday afternoons," cracking that it seemed designed for "that minority group of children who have 2 TV sets in their playrooms, or who are bi-focal." Minow, however, found trend to more and better shows for children "heartening."

Comrs. Lee, Hyde, Bartley, Craven & Ford attended. Address was covered extensively by TV, radio, & press, and was fed to overseas shortwave facilities of commercial outlet WRUL.

In post-speech news conference Minow had praise for Eurovision system as a breakthrough in international communications. He pointed out, however, that FCC had no regulatory powers concerning program material bounced internationally from Telstar, since Telstar functioned essentially as a domestic relay and domestic broadcast criteria applied. He stressed that govt. can't "censor" U.S. material sent overseas—to offset criticism prompted by "Meyers memo" (Vol. 2:36 p. 2).

'ELMAR' — NEW INSTANT-RESEARCH SYSTEM: There's some quiet excitement along Madison Ave.—among the few who have seen it demonstrated—about potential of new automatic instantaneous system of measuring viewer reactions to TV programs, commercials, pilot films, etc. Strangely, the system is almost accidental byproduct of pay TV.

System goes under code name of "Elmar" (for "Electronic Measurement of Audience Reaction"). It's not a new idea—viewer in his home presses buttons in response to questions—but it has some intriguing variations. And its backers claim real breakthrough is the way end-result is accomplished, making it a low-cost system.

Elmar is brainchild of engineer Ira Kamen, exec. vp of Teleglobe Pay TV System, whose application for pay-TV test in Denver is now pending with FCC. It's byproduct of Teleglobe billing system, which determines which pay-TV loud-speakers are turned on for each program and automatically computes bill, in central office.

For use as research tool, system employs small instrument in viewer's home, plugged into extension telephone outlet but not connected to TV set or radio. Instrument has on-off switch (to measure how many people are home & participating in research) and from 4 to 10 numbered pushbuttons. In response to ques-

tions asked on air (or over special loudspeaker which could be installed as part of home instrument), viewer in home presses buttons to express preference.

Home reactions are recorded on punched paper tape at central office via telephone line, can be read out directly or transferred to IBM cards for sorting & tabulating. IBM cards can be sorted automatically for tabulations according to income, ethnic group or any other classification, since each respondent can be identified.

Researchers and telecasters who have seen device demonstrated see it as potentially useful tool for product research in test markets, qualitative ratings of TV programs, pilot film tests, reactions to commercials, "instant polls" in connection with forum programs, etc.

System works on area basis—that is, each metropolitan area might have its own "test panel" of respondents selected on scientific-sampling basis, and these panels hooked together for nationwide sample, if desired, by long-distance phone line.

Kamen says system is remarkably inexpensive, claiming its cost is less than 25% that of present "instant-rating" systems, which only tell which station viewer is watching, without "qualitative" or pushbutton feature. He gives these potential cost estimates: Home respondent devices, $10 or less in quantities of 1,000; central-office scanner, to serve up to 10,000 respondents, $3,500 or less; telephone lines (to each respondent's home), $6 per month, assuming average distance of home to telephone central office is one mile. "Under these conditions," says Kamen, "the technical costs [would] be up approximately $10 per month per respondent, including amortization of all equipment within one year."

Teleglobe says it's negotiating with 2 groups interested in becoming licensees to operate Elmar system. (Teleglobe itself, being involved with pay TV, says it prefers not to enter research business.)

Among those who have seen Elmar demonstration is Theodore Granik, veteran TV-radio forum show producer. "The idea fascinated me because of the kind of programs I do," Granik told us last week. He envisioned forum programs in which large viewer panels at home are asked to state their views on subject by pressing buttons, with the answer recorded in few minutes right on the program. He said he felt system had "great potential" in both ad research & program fields.

System undoubtedly will get more intensive evaluation in next few months—from engineering, research & economic standpoints. So far, there seems to be some genuine interest in it.

MOBILE RADIO STALKS CH. 14 & 15: Hungry for spectrum lebensraum, 2-way radio manufacturers are about to ask FCC to give them uhf's Ch. 14 & 15. FCC sources say they haven't slightest chance, but, as one attorney put it, "I suppose it will dramatize their needs for space, possibly get them more attention from the Commission." In attempt to sugarcoat plan for telecasters (little chance of that), petition will propose that operating Ch. 14 & 15 stations be left undisturbed and that no mobile transmitters be allowed within 150 miles of them.

EIA's Land Mobile Communications Section (William J. Weisz, Motorola vp, chmn.) is expected to file petition within 10 days. EIA is split on matter, its Consumer Products Div. opposing move—but EIA allows its limbs to tangle with each other in such affairs.

Land mobile radio includes fire, police, taxi, business—host of users—whose authorized transmitters have increased from 86,000 in 1948 to 1.7 million today. They now use parts of 25-50, 152-174, 450-470 mc bands. Last is contiguous with Ch. 14 (470-476 mc).

This isn't first demand for piece of uhf by non-broadcast services, but none has had any luck to date. Still pending at Commission is request of radio astronomers for Ch. 37. FCC has avoided showdown on that by substituting another channel whenever TV application for Ch. 37 came in. But FCC may have to face decision soon. There are several applications for Ch. 37, Paterson, N.J., and substitution may not be possible there, according to Commission sources.

Mobile equipment makers are determined to impress Commission, are expected to seek help of all users, particularly those responsible for public safety.

CURRENT CAPSULES

Confirmed by Senate as FCC commissioner last week, E. William Henry will be sworn in Oct. 2, 9 a.m., in Commission meeting room. Supreme Court Justice Byron White will administer oath. All Commission staff was invited, at Henry's request.

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In rare contest between educator & commercial applicant, for Ch. 12, Wilmington, Del., FCC Examiner Walther Guenther preferred former. In initial decision, he said WHYY Inc., which operates noncommercial WHYY-TV (Ch. 35) Philadelphia, should get nod over Rollins Bcstg. (radio WAMS). WHYY-TV proposes to keep its uhf if it wins Ch. 12. Guenther's reasoning:

"As to the vital factor of needs, the record establishes that there is a distinctly greater need for the educational-instructional programs proposed by WHYY than for the additional entertainment programs proposed by Rollins. In so concluding, no judgment is passed on the value of entertainment programs, but where there is a choice to be made as in the instant proceeding the public interest would be better served by a preponderance of programs which educate and instruct, and, as to the latter, likewise entertain."

■

"Minow Should Watch His Step in the Wasteland" captions article in Oct. *Fortune* by attorneys Harry Kalven Jr. & Maurice Rosenfield. Theme: "Using legal power to police program content is not only unwise but altogether futile." Excerpts: "We agree that the current marketing mechanisms in TV may make it impossible for minority tastes to buy proportionate representation as they can in the publishing industry. . . . If there is anything at all wrong with TV at present, this must be it. . . . One line of attack is for the govt. itself to intervene and to police programming in some way. But this line leads rapidly to a dilemma for the [FCC]. If it polices effectively, through direct specific control of individual programs, the face of current programming would undoubtedly change but at a price in Goebbelsian censorship that no one—least of all the Commission—is willing to pay. If the Commission seeks to avoid the evils of such censorship, the result must be futility. Today . . . the result is futility."

Solution? Pay-TV, they say. "When any minority of consumers is thus free to express a demand by buying its way onto the airwaves or into entertainment-at-home services, there is no problem of program content remaining that warrants govt. concern. Once pay-TV is operative, the TV market should function sufficiently like the book, newspaper, and magazine markets to put its critics to rest. . . . If there is a vast wasteland in TV today, it is because of the current waste of the enormous pay-TV potential."

■

First Negro on a federal regulatory agency was named to 7-year FTC term last week. He's A. Leon Higginbotham Jr., 34, Philadelphia attorney and pres. of Philadelphia branch of National Assn. for the Advancement of Colored People. A Democrat, he succeeds William Kern, whose term expired Sept. 25. New appointee was born in Trenton, N.J., graduated from Antioch (O.) College in 1949, Yale Law School in 1952.

FCC program-form discussion in special meeting last week reportedly got nowhere—commissioners unable to agree. Comrs. Minow, Ford & Bartley were appointed special committee to work out decision acceptable to majority. Commission is trying to avoid actions based on bare 4-3 majority.

Denver pay-TV test on KTVR is due for FCC consideration this week—approval likely, though some commissioners are said to have questions or objections, nature undisclosed.

Annual outing of Federal Communications Bar Assn.: Oct. 15, Washingtonian Country Club, near Gaithersburg, Md.

Blackmail via broadcast editorials—that's allegation against a station being investigated by FCC.

FCC-industry radio "overpopulation" conference has been tentatively set for Dec. 5-7 at FCC. For NAB, conferees will be George Hatch, KALL Salt Lake City; Carl E. Lee, WKZO Kalamazoo; NAB Pres. Collins & staff. For FCC: Comrs. Minow, Hyde, Craven, Ford, Bartley & staff.

Summary judgment—decision based on papers filed, dispensing with oral presentations—is sought by Justice Dept. in its suit against CBS incentive compensation plan for affiliates. Justice Dept. argued that plan is per se antitrust violation.

The 1,000th Hartford pay-TV subscriber since start 3 months ago was to be identified last week end, will get Zenith TV set, free decoder installation, 4 General tires, catered party.

WHDH-TV WINS CH. 5—AGAIN: The 4-1 FCC vote permitting WHDH-TV Boston to keep Ch. 5 was particularly notable for Chmn. Minow's dissent. It ran 15 pages vs. decision's 6. Comrs. Bartley & Craven didn't participate.

Though Commission let WHDH-TV keep Ch. 5, it gave it short 4-month license—which in similar cases amounted to an invitation to others to apply at renewal time. However, "possession is nine-tenths of the law" still seems to apply to such situations, and WHDH-TV probably has strong hold on facilities.

Situation was another of those "influence" cases uncovered by Rep. Harris (D-Ark.) and his investigative subcommittee. It went to court which ordered FCC to reexamine applicants in light of Harris' disclosures.

Commission concluded that WHDH-TV principal Robert Choate and Massachusetts Bay executive Forrester Clark attempted to influence former Chmn. McConnaughey's vote and that Greater Boston's proposed gen. mgr. Michael Henry offered false testimony during hearing.

With all applicants culpable to some degree, FCC said, comparison has to be made on "conventional criteria." So it picked WHDH-TV primarily for quality & length of its broadcast experience; it held that this outweighed "concentration" demerit (WHDH-TV's common ownership with *Herald-Traveler* and radio WHDH).

But Commission said it couldn't give WHDH-TV full 3-year license. First, it said, station has been operating 5 years under various temporary permits without going through renewal process. And, finally: "Even though the inroads made by WHDH upon the rules governing fair and orderly adjudication have been concluded to result in compromise and impairment of comparative standing only, the Commission's concern with these matters extends to the point that it believes that the public interest would be best served" by a 4-month license.

Minow questioned, in great detail, whether any of the applicants should have won. He found Choate's activities much more serious than Henry's. In addition, he believes WHDH-TV represents too powerful a communications media combine in area. However, he said that he's glad new applicants can come in soon—and that he wouldn't give WHDH-TV any preference in next go-round.

Comr. Ford issued concurring statement saying he couldn't agree that Choate was trying to influence McConnaughey with 2 luncheon discussions — though the meetings were "an error in judgment." Comr. Cross also issued statement, said he voted with majority primarily to put an end to long litigation. He said he would have preferred to open Ch. 5 to new applicants, allowing WHDH-TV to operate pending new final decision. However, he concluded, the 4-month license does almost same thing.

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New application-signing procedure adopted by FCC (Vol. 2:39 p5) has been modified already—after NAB protested. Commission changed it to require, when applicant is a subsidiary, that executive officers of licensee and of ultimate parent (controlling 50% or more of licensee) must sign. Officers of intervening subsidiaries needn't. If top officer is absent, highest officer present signs. If corporation has non-broadcast activities but operates a broadcast division, head of latter division must sign.

Personals

Herbert J. Siegel, General Artists Corp. chmn., also becomes pres., succeeding **Lawrence W. Kanaga**, retiring to begin graduate study in biophysics. Kanaga will continue as a dir. & advisor; **Josh Meyer** promoted to GAC Equity & Motion Picture Div. N.Y. vp, **Donald G. Wolff** advances to vp, N.Y. Dramatic TV & Motion Picture Dept.

Douglas S. Cramer, ex-Ogilvy, Benson & Mather, appointed ABC-TV program planning dir. . . . **Milton Brown** named NBC News information services coordinator.

Winston Linam, KSLA-TV Shreveport gen. mgr., elected La. Assn. of Bcstrs. pres., succeeding **John F. Screen**, radio WDSU New Orleans . . . **Bob Wright**, ex-radio WMRI Marion, Ind. sales mgr., appointed local sales mgr. of WTAF there, due to start Oct. 1 . . . **Neal J. Edwards**, WMAL-TV Washington sales mgr., promoted to station mgr.

Robert D. Kasmire promoted to NBC corporate information dir., **Merryle S. (Bud) Rukeyser Jr.** to NBC Press Dept. program publicity dir., N.Y., is succeeded as Washington news information coordinator by **Mal Oettinger Jr.**, ex-*Broadcasting*.

Robert D. Swezey, NAB Code Authority dir., receives American Humane Assn. merit award for "establishing procedures to assure compliance with high standards for the care and handling of animals in TV."

Wallace F. Wurz, ex-WTVH Peoria chief engineer, named to similar post with KMBC-TV Kansas City, succeeding **Henry Goldenberg** . . . **Raymond A. Gilvard** promoted to WGAN-TV Portland, Me. chief producer-dir. & unit mgr. of new Tele-Gan div. of Gannett Bcstg. Services.

Richard Kline, WFBG-TV-AM-FM Altoona, Pa. chief engineer, appointed div. engineer for special engineering projects at new WFIL Philadelphia studios for 15 months; **John Grimme**, WFBG supervisor, will be acting chief engineer during period.

Obituary

David G. Taft, 46, Taft Bcstg. vice chmn., died of heart attack Sept. 27 while vacationing at Biddeford Pool, Me. He was cousin of late Sen. Robert A. Taft Sr., brother of Taft Bcstg. pres. Hulbert Taft Jr., & son of late *Cincinnati Times-Star* pres. & publisher Hulbert Taft Sr. His widow, 2 sons, 4 daughters survive.

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FCC Comr. Cross, succeeded by E. William Henry, said his plans "are to go forward with the consulting business." He said he had in August turned down offer of a top job with National Aeronautics & Space Administration. No new NASA offer has been made, he said, but apparently there's stil possibility of position there. On Sept. 28, Scripps-Howard gave heavy play to reporter Dickson Preston's story describing Cross's letter to prospective clients, offering to serve as engineering consultant at $5,000 plus expenses per year for each. Story reported Cross said he checked legality of proposal.

John Harrington, chief of FCC's Complaints & Compliance Div., is due to become asst. gen. counsel for regulation & enforcement—his successor not yet selected.

Clara M. (Tillie) Iehl, chief of FCC's License Div., with FCC & predecessor FRC since 1929, is subject of laudatory feature in Sept. 25 *Washington Star*.

"Piggyback" TV commercials are overwhelmingly disliked by TV stations, according to survey by Station Representatives Assn. SRA queried 509 stations about these multi-product non-integrated commercials, got replies from 46% in markets representing more than 78% of all TV homes. Asked their views on commercials advertising 2 products of different manufacturers, 92% polled expressed disapproval, 8% qualified approval. Even if the 2 products are "logically related and smoothly bridged," 72% are against such commercials, but 28% felt they might be acceptable. Advertising of 2 or more products of one sponsor got nod from 52%, thumbs-down from 28%, "yes and no" answers from 20%. Of 52% who approved, however, 87% specified products would have to be "integrated" to give appearance of one continuous announcement. Just over half—55%—of respondents said present NAB code is too lenient on piggyback & integrated announcements, 43% felt it's fair, 2% considered it too restrictive. Of those who consider code too lenient, 88% stated code has authority to specify that not more than 2 products can be advertised in 60-second or shorter commercial, and that they must be integrated unless audio-video treatment produces appearance of one continuous announcement.

WNDT-AFTRA dispute ended last week when station and union signed contract. No details were available, but it's believed pact calls for 6-month moratorium, with union election 30 days later. If AFTRA loses election, it will retain jurisdiction only over traditionally-covered performing personnel such as announcers & masters-of-ceremonies. Strike actually was broken Sept. 25 when union engineers crossed AFTRA picket lines, followed next day by stagehands. Station went back on air Sept. 26, continued to telecast during negotiations.

Graham, Tex. CATV system has been sold to Texas Video Inc. by Brown Walker, who also is majority stockholder in Roswell, N.M. system. Texas Video, headed by Royal Little, also announced purchase of Palestine, Tex. system from Ray Barnes. Graham system has over 2,000 subscribers, Palestine over 1,400. Charles Williams continues as Graham mgr.; Chic Williams, formerly with Tyler, Tex. system, becomes Palestine mgr. Daniels & Assoc. handled both transactions.

Video Corp. of Ocala (Fla.), CATV system serving 650, with potential of over 4,000, has been purchased from L. J. Duncan & Oscar Lamb by Bcstg. Co. of the South, exec. vp G. Richard Shafto announced. Shafto also heads Trehan Co., holders of CATV franchises in Myrtle Beach, Conway & Georgetown, S.C., latter 2 still under construction. Charles A. Dunbar, Palm Beach, Fla. & Denver, handled Ocala transaction.

FTC ordered Lanolin Plus to stop TV-radio commercials extolling "Rybutol" preparation as panacea for tiredness, loss of well-being, host of other symptoms. Commission confirmed Feb. 2 initial decision by Hearing Examiner Walter K. Bennett which found that in majority of cases, these symptoms are caused by conditions Rybutol can't remedy.

City of N.Y. will get FCC's WUHF. That's definite, now that Board of Estimates has granted funds to buy transmitter and to lease Empire State Bldg. space. Call letters will be changed to WNYC-TV.

Films of first Telstar transatlantic broadcasts July 10-11 have been presented to Library of Congress by CBS News chief Washington correspondent David Schoenbrun.

Liston-Patterson bout was nothing compared to disputes that broke out when closed-circuit TV failed in several theaters. Patrons in movie houses in N.Y., New Jersey & St. Paul, paying up to $7.50, never saw any of the ½-round fight due to power failure. Robert Rosencrans, the Graff, Reiner & Smith Enterprises closed-circuit booking operations chief, said firm anticipated power failure of 1%. Many customers received refunds next day. Meanwhile, Internal Revenue Service, with speed of a Liston left hook, moved in with liens tying up entire gate & TV take from fight, estimated at from $3.8 to $5 million. IRS charged fight promoters with failure to pay past taxes.

First coast-to-coast world series, between N.Y. Yankees and Los Angeles Dodgers or San Francisco Giants will be seen in Canada, Mexico & Hawaii, as well as continental U.S. NBC-TV will televise series over 220 U.S. stations, 188 in color, fly color tapes to Hawaii immediately following each game. Sixty Canada TV outlets will carry series, and Monterey, Mex. region will pick it up via microwave from Weslaco, Tex. B&w kinescopes also will be sent to Alaska and distributed to Armed Forces TV service.

Some 70 countries pay $55 million yearly to U.S. distributors for American TV shows, Oct. 1 *Newsweek* reports. Article points out that foreign TV pays $25 to $1,500 for half-hour program that may have cost $600,000 to produce. "U.S. TV plays second fiddle to the local product in virtually every country where it appears," *Newsweek* comments, "but it is the loudest second fiddle in the history of show business." Among favorites abroad: *Gunsmoke, Perry Mason, 77 Sunset Strip, Ben Casey.*

New large-screen projection unit is offered by Tele-Measurements Corp., 72 N. Mitchell St., Livingston, N.J., headed by veteran broadcaster Jack Poppele. Equipment is made by Tele-Beam Co., Waltham, Mass.; Tele-Measurements has distribution rights. Poppele claims high-contrast advantage for gear, said price is $2,500, also offers lease arrangement. He said Boston Catholic educators are expected to install equipment in 25% of their 187 schools. System projects up to 12x16 ft.

Institute of Bcstg. Financial Management will hold 2nd annual general meeting Oct. 17-19 at Coach House Motor Inn, Milwaukee. Speeches will include "How Much is Your Station Worth?" by H. W. Cassill, Blackburn & Co., and "Dollars and Decisions in the Broadcasting Industry," by Ariz. State College asst. prof. Robert E. Hill. WCCO-TV Minneapolis-St. Paul asst. treas. Henry W. Dornseif is IBFM pres.

KLOR-TV (Ch. 11) Provo, Utah, becomes an ETV outlet, with FCC's approval of transfer to Brigham Young U. Station had been bankrupt, off air since March 15, 1960, was sold under court order. Purchaser pays $10,000 for out-of-pocket expenses of predecessor, plus $140,000 for equipment. FCC also granted new ETV CP, Ch. 14, to San Mateo Junior College Dist., San Mateo, Cal.

New CTV broadcast center in Toronto hq went into operation Sept. 23. Studios are transmitting all network programs except CTV National News, which originates in Ottawa. CTV formerly fed affiliates from CFTO-TV Toronto.

East End Productions has been formed by 3 former CBS-TV executives, Charles R. Fagan, David Moore, and Charles Romine who is pres.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

PICTURE TUBE PRICES GOING UP: First picture-tube price increases in more than year have been announced—as forecast 3 weeks ago in these pages (Vol. 2:37 p6). With tube makers unanimously claiming they're losing money at today's prices, at least 3 major manufacturers now have started notifying customers of increases of varying amounts and effective at different dates. It's safe prediction that by year's end black-&-white tube prices will have recovered some (but not all) of what they lost in the last year.

Increases in tube prices, and threats of some rises in other electronic components inevitably will have their effect on prices of TV sets—but probably not for some time, possibly not until spring or summer. Virtually every tube maker which has not yet raised prices is studying situation, and they're refusing long-term orders at present price. Here's score on tube price increases to date:

National Video, independent tube maker (unaffiliated with a set manufacturer), seems to have been first to announce increase, telling its customers it will raise prices 6% on all tubes Oct. 8. RCA is understood to have notified customers of price hikes averaging out to about $1 per tube. Rauland, although withholding public comment, has informed customers of $1-a-tube increase effective Oct. 1. Sylvania is "considering an increase" and Westinghouse is "studying the price situation."

Prices are real touchy matter in industry as competitive as picture-tube field, which for years has been plagued with over-capacity. Two big recent fatalities—Thomas Electronics & Tung-Sol, both of which have dropped out of OEM picture-tube manufacturing field—are illustrative of shake-out which is going on. These drop-outs, along with curtailments by other manufacturers, (and switchover of some black-&-white capacity to color) might tend to reduce continuous threat of overproduction.

Commentary on picture-tube price situation is found in latest financial statement of National Video, largest independent manufacturer, whose quarter ended Aug. 31 saw profits drop to $86,690 from $325,000 one year before (Vol. 2:39 p11).

"We need this increase to stay in business," National Video Pres. Asher Cole told us. "This [6%] isn't the full increase we really need to put us back into healthy condition. Much more than the 6% has been taken away in the past year. A tube which formerly sold for $24.25 dropped to $21.25, a $15.50 tube decreased to $14—all within a year." (National's 6% increase would bring $21.25 tube up to $22.53, the $14 tube to $14.84.)

"People in the picture-tube business today are making no money," was typical comment by a tube maker. "Anybody who is doing any development work is in the red. This is not good for the TV set industry, the tube industry, or the country. It is essential that an upward price adjustment be made."

"There's no money in picture tubes today," said an RCA official. "We didn't start this rat-race to lower prices, and we're not leaders in any movement to raise them. We're watching to see what the boys do who depressed the prices in the first place." At week's end, another RCA spokesman, asked about tube prices, replied: "As a result of gradually increasing costs, we anticipate it will be necessary to increase black-&-white picture tube prices in the OEM market on a by-type basis. Since the increases will vary by type, it is meaningless to come up with an average figure." It was understood RCA's customers had already been notified of increase.

In picture-tube industry, there's unanimous view that prices have sunk too low. First bold moves have been made, and readjustment is under way.

GE PLANS 3RD 'SALES & DISPLAY' CITY: Enthused by performance of its controversial "sales & display" plan for franchised dealers in Salt Lake City & Memphis (Vol. 2:30 p8), GE is readying move into a 3rd test market, we learned last week. Upcoming market is well guarded secret, will be limit of plan's expansion this year.

"After that we'll digest the facts and make haste slowly," GE told us. "It would be a great mistake to move too quickly. We have never visualized one pat national program. This is a custom plan that has to be modified to serve the characteristics and nature of the given market. As we go forward into new areas you will see major variations of the plan."

Results in Salt Lake City, which has had plan since April, have been very gratifying. Sales there are "very favorable" in comparison with year-ago results & GE's over-all national average. Same upbeat pattern is evident in Memphis, where plan has been operating since August.

"There's been some degree of dealer reluctance," GE told us, "but we were able to obtain complete cooperation & participation by explaining merits of program. I don't think we have a single case of a franchised dealer bolting the traces in either market."

GE pooh-poohs competitive claims that "sales & display" plan destroys dealer initiative & deprives him of traditional responsibilities & decision-making. "A dealer is in business to make money," is GE's answer. "If this plan can't help him make more money than before, then it's no good for him. But if it does make him money, these objections and negative opinions fade away."

Salt Lake experience has demonstrated that "dealers are delighted to free-up capital they formerly invested in service departments, delivery and inventory," GE said. "They're also delighted to be free of inventory & delivery worries, and of concern that products will arrive at customers' homes damaged or inoperative. They're delighted to be free to concentrate on selling and merchandising."

GE concedes plan "may not be answer for all markets," adding: "For a variety of reasons such a plan may be unworkable in some areas. We know that. We know, too, that some markets function so well that there's no need for such a plan. Any program as fundamental as this has to fit into a market, has to be modified to meet special market conditions. That's why we're moving slowly—and carefully."

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Westinghouse continues to maintain silence on reports it is polishing for Salt Lake City area a dealer assistance plan that will out-assist GE's program. Westinghouse Appliance Sales' newly appointed (Sept. 1) Salt Lake area district mgr., J. F. (Fil) Ogden, former Whirlpool dealer development mgr., told us "we have absolutely nothing to release at this time."

NEW U.S. COLOR TUBE — FROM JAPAN: Relatively low-cost color receiver system, developed in U.S., is now in pilot production in Japan, and will be aimed at U.S. market next year. At least, so says new importing firm, Spica International Corp., owned equally by Japanese manufacturer Samritsu Denki and importer Benjamin Fishoff.

Set is built around color tube developed in 1955 and patented in U.S., according to Spica engineering consultant Sam Phillips, one of developers of tube. He says tube is 2-gun shadow-mask type using only 2 color phosphors, instead of 3, but is not to be confused with so-called "2-color sets" developed in Japan making use of 2-color vision phenomenon discovered by Polaroid's Edwin Land.

Phosphors in tube are blue & red-orange. Under proper excitation, blue phosphors can be made to glow green, red-orange ones yellow, giving good segment of color spectrum. Phillips also claims unique shadow-mask design & screening process help give tube added brightness at relatively low voltage.

"It's a black-&-white set which will receive color," Phillips told us—a b&w set with 4 tubes added for color separation. He said it will be built first in 16- & 17-in. sizes, later in 8-in. as "portable." Deflection will be 90-degrees on first sets, with possibility of attaining 110 degrees later. He hopes first sets imported will sell at $150-$160 manufacturer cost, about $250 list.

Prototypes have been built, he said, and Samritsu plans limited production at end of first quarter,

with full-scale output in 2nd quarter of next year. Company hopes to sell them in U.S. under Spica brand-name and to private-label them to other U.S. importers of Japanese TV. Tubes use special envelopes made by Asahi Glass Co. in Japan.

Although this system may be cheaper way of achieving color, when last seen in U.S. its color fidelity was inferior to that of existing sets.

We've seen many so-called color systems & new-design color sets & tubes come & go in last decade, and we foresee new wave of them now that color has become profitable industry in U.S. In past, most of them have been false-alarms or have gone back to drawing boards. As new ones come up, we'll continue to report as many details as we can get. And don't worry—there'll be plenty more.

GOOD SALES CONTINUE AS FALL BEGINS: There's reason to believe EIA's predictions of 1962 consumer electronic sales weren't over-optimistic. (The manufacturers' organization estimated factory sales of 6.8 million TVs, 12.9 million home radios, 4.3 million phonos.) Distributor-to-dealer sales held up well during summer, and industry sees continuing good business ahead.

Both TV & radio sales at distributor level are about 9% ahead of last year for first 8 months. Phono sales have passed last year's level and can be expected to expand their lead in remainder of year. If TV-radio trend continues in same proportion, distributor-to-dealer sales of TVs could approximate 6.3 million (up from 5.8 million), radios 12.2 million (up from 11.2 million) in 1962.

August sales estimates show another 6% increase in TV sales over same 1961 month—to 497,000 from 466,000—after good 10% rise in July (Vol. 2:38 p10). Radio sales for August were estimated down about 4% to 859,000 from 897,000 in Aug. 1961. After 22% statistical increase in July over last year, dip isn't considered significant.

Interesting analysis of product-mix trends is to be found in recent "Christmas issues" of Electrical Merchandising Week, incidentally. That publication points out that color TV this year "will be bigger than the [TV-phono] combination business," accounting for 5% of market (vs. about 4% for combos).

Tallying first-half 1962 TV mix, EM Week finds portables accounted for 52% of market (vs. 47% in first-half 1961), table models 11% (vs. 13%), consoles 33% (vs. 37%), combos 3.8% (vs. 3.5%).

In radio, table models were 24.3% of total (vs. 26.3% last year), clock radios 26.3% (vs. 23.6%), portables 49.4% (vs. 50.1%). In phono consoles, radio combinations took big climb to 67.8% (from 56.1%), while, conversely, phono-only sets dropped to 32.2% (from 43.9%). In portable phono field, mono sales increased to 39.1% of market (from 35%).

PENNEY SETS TV TEST FOR NOV.: Debut of J. C. Penney's private-label TVs (Vol. 2:34 p7) in 18 test stores throughout country has been delayed until around Nov. 1. Initial sales had been expected to start this month. Delay has no significance, spokesman told us, noting that October target date never was absolute, and kickoff will come when all details are completed.

Arrangements for installation & servicing of TV sets are now being made with "top companies" in each of the 18 market areas. Looking ahead, however, Penney chain is contemplating its own service operation. "In the long run we would want to have our own servicing organization," one executive told us, pointing out that Penney already sells radios & hi-fi sets, will introduce white goods in spring (Vol. 2:30 p8). "The big companies in this industry," he added, "install & service what they sell." He indicated that Penney may experiment with TV installation & servicing at several of 18 pilot stores.

Penney has not settled on private-label name, but it's a fair bet that first TV sets will be simply branded with letter "P" & distinctive symbol. This is one of choice candidates. Contrary to trade reports, spokesman told us, naming of TV line was not subject of employe contest. Company will name TV line. Contest, now over, was held recently to have employes select private-label name for upcoming white goods line. Judges are still mulling over several prime entries.

TV-RADIO PRODUCTION: EIA statistics for week ended Sept. 21 (38th week of 1962):

	Sept. 15-21	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	154,643	154,126	141,662	4,709,978	4,243,554
Total radio	469,943	420,917	411,264	13,274,777	11,547,357
auto radio	208,827	153,489	96,977	4,717,055	3,616,876

Trade Personals

James J. Shallow, former vp-gen. mgr. of defunct CBS Phonograph Dept., appointed mktg. coordinator of Magnavox Consumer Products Div., with hq in Fort Wayne, Ind.

Gibson B. Kennedy, recently resigned merchandising mgr. of Philco's consumer products div. (Vol. 2:38 p11), finds time to serve United Fund as a district director while exploring new job opportunities. He's discussing posts with several companies, he told us, but has made no commitments.

Valentine Hechler named Webcor Recorder Div. vp-gen. mgr., a new post . . . **Myron C. Pogue**, ex-Philco, joins Ampex as mktg. research mgr.

Robert Y. Nevius, formerly with National Telephone Cooperative Assn., joins EIA as industrial electronics div. staff dir., succeeding **Donald H. Stover** who will devote full time to managing industrial relations dept.; **William T. Ellis**, onetime newspaperman & former govt. official, appointed international dept. mgr., succeeding **Tyler Nourse**, named full-time staff dir. of parts div.; **Thomas H. Creighton III**, ex-Structural Clay Products Institute, named parts div. staff asst., a new post.

John F. Whitcomb named a corporate vp of Minnesota Mining & Mfg., succeeded as gen. mgr. by **Donald R. Guthrie**. . . . **W. W. Roodhouse**, Collins Radio vp, elected a dir.; **John M. Boyle** appointed vp-gen. mgr. of Communication & Data Systems Div.

Eugene W. Swenarton named military mktg. sales engineer, Allen B. Du Mont Labs' Electronic Tube Div.

William L. Maxson Jr. elected Maxson Electronics pres., succeeding **Joseph A. Frabutt**, resigned.

Lloyd L. Kelly elected exec. vp of General Precision's Link div.; **John M. Hunt** named senior vp & technical dir.

Alexander M. Mood appointed C-E-I-R corporate staff vp for technical services, a new post.

Tucker T. Madawick, RCA Sales Corp., industrial design mgr., elected exec. vp of Industrial Designers Institute.

Robert L. Bieser elected vp of Cenco Instruments' Central Scientific Co. div. . . . **Rodney W. Clukey**, Sylvania semiconductor div. advanced development engineer, awarded patent for automatic testing & sorting apparatus for semiconductor devices.

Obituary

William P. Langworthy, 77, founder & pres. of Magnetic Metals Co., Camden, N.J., maker of transformers & other devices, died of heart attack Sept. 22 while vacationing in Whitefield, N.H.

■

Newly introduced Andrea color sets (Vol. 2:36 p11) are priced at $895 & $995.

Pilot science program conceived by RCA Chmn. David Sarnoff to stimulate student interest in scientific careers will be tested during current school year at 4 selected junior & senior high schools in Brooklyn. More than 50 lectures on scientific subjects will be presented in classroom & after-school seminars by RCA scientists & engineers. In launching program Sept. 27, Gen. Sarnoff said: "Out of a lifetime of collaboration with scientists, I developed the deep conviction that if our young people in high schools could share my experience, they might also be influenced in the selection of their life's work. I became convinced that student contact with scientists would stimulate intellectual curiosity and encourage the pursuit of further scientific knowledge."

"European electronics stocks look mighty interesting to us," noted Electronics International Capital Ltd. exec. vp Richard T. Silberman in Sept. 24 *N.Y. Times*. "The electronics industry over there is just about at the point where we were 10 years ago, so this really gives us a 2nd chance to profit from experience." EICL, Bermuda-based international banking institution, concentrates its investments in foreign electronics companies. He said TV potential in Europe is great, noted that saturation there is only about 25-35% vs. 60-75% in Great Britain. West Germany is about 50% saturated. "We are also very much interested in the potential in France & Italy," Silberman said, adding, "possibly later something will open in the electronics field in Spain, too."

New drop-ins: (1) **Magnavox** introduces 19-in. portable at new low of $149.95, similar to its $159.95 set but without handle. (2) **Emerson** adds two 23-in. table models, one at new low of $169.95 (competing with Motorola set at same price), the other open list. Also introduced by Emerson: Color set in hardwood cabinet (traditional or modern) at $750, and 7 phonos. Latter include portable radio-phono, hi-fi mono portable & $99.95 drop-down stereo unit. (3) **Western Auto** cuts prices on 4 Truetone TVs for fall TV promotion—19-in. portables at $128.88 & $158.88, 23-in. sets at $168.88 & $198.88. Price reductions are $20 & $30.

Color set sales to employes via 80-week payroll deductions, with no down payment, are being offered by N.Y. utility Consolidated Edison. Company pays full price for set on delivery, under arrangement with manufacturers & distributors. Participating in plan are distributors for Admiral, Emerson, GE, RCA & Philco. Dealers are compensated according to "pool" formula established by each distributor.

Canadian TV sales by distributors rose to 204,078 units in 1962's first 7 months—42% ahead of 1961's Jan.-July total of 143,282. EIA of Canada also reported 12% gain in radio sales—to 260,549 from 232,999. Stereo sales improved 20% to 40,051 from 33,271 in Jan.-July 1961.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Allied Radio	1962—year to July 31	$ 51,963,444	——	$ 1,186,698	$1.10	1,065,098
	1961—year to July 31	40,504,283	——	986,049	.91	1,019,739
Avco	1962—9 mo. to Aug. 31	288,908,388	$ 25,893,933	12,390,933[1]	1.14	10,885,903
	1961—9 mo. to Aug. 31	233,558,320	17,632,648	8,797,648	.85	10,402,071
Bell Electronic	1962—year to June 30	6,633,223	——	183,855	.38	478,360
	1961—year to June 30	5,393,423	——	312,227	.65	478,360
Espey Mfg. & Electronics	1962—year to June 30	5,136,631	——	192,205	.71	270,721
	1961—year to June 30	5,139,089	——	189,495	.70	270,721
Loral Electronics	1962—qtr. to June 30	9,895,000	630,000	322,000	.15	2,205,397
	1961—qtr. to June 30	9,606,000	741,000	350,000	.20	1,766,512
Outlet Co. (WJAR, Providence)	1962—year to July 28	19,353,693	2,091,398	990,827	1.99	497,100
	1961—year to July 28	18,450,928	1,669,511	801,311	1.61	497,100
	1962—6 mo. to July 28	8,142,373	702,012	336,347	.68	497,100
	1961—6 mo. to July 28	8,118,119	633,841	304,341	.61	497,100
Schlumberger (Daystrom)	1962—6 mo. to June 30	127,131,000[1]	17,843,000	9,748,000[1]	1.83	5,333,587
	1961—6 mo. to June 30	113,728,000	15,478,000	7,985,000	1.50	5,331,587
Universal Controls	1962—qtr. to June 30	9,792,968	2,179,360	1,060,083	.10	10,979,378
	1961—qtr. to June 30	9,695,890	2,161,963	1,030,797	.09	10,979,378
Wometco Enterprises	1962—12 wks. to Sep. 8	4,184,841	——	400,834	.36	1,006,757
	1961—12 wks. to Sep. 8	3,797,053	——	297,462	.27	896,980

Notes: [1] Record.

Officers & Directors stock transactions as reported to SEC for July:

Allied Artists. Samuel Broidy held 74,506, bought 500 in trust in June, held 500. Roger W. Hurlock bought 500, held 33,600.

American Bosch Arma. William P. Smith bought 500 in June, held 2,419.

Ampex. Charles P. Ginsberg sold 500 in June, held 2,515. John Jipp sold 3,000 in June, held 1,500.

Amphenol-Borg Electronics. John L. Woods sold 550, held 2,000.

Avco. Martin W. Clement bought 150, held 1,500. James R. Kerr bought 5,000, held 14,834. John Mihalic Jr. bought 1,000, held 3,766. Kendrick R. Wilson Jr. sold 2,500, held 14,800.

Columbia Pictures. Irving Briskin sold 200 in May, held 8,737.

Desilu. Dixon Q. Dern bought 100 in June, held 100.

General Bronze. S. S. Baron bought 200, held 200.

GE. L. Berkley Davis bought 326, held 382.

General Instrument. Herman Fialkov sold 1,000 in June, held 17,950.

Hewlett-Packard. Robert M. Brown bought 300 in June, held 1,050.

Hoffman Electronics. H. S. Hazeltine bought 100 in June, held 120.

MPO Videotronics. Gerald Hirschfeld sold 4,889, held 49,714. Arnold Kaiser sold 4,889, held 49,714. Gerald Kleppel sold 2,444, held 24,856. Judd L. Pollock sold 4,889, held 49,584. Marvin Rothenberg sold 4,889, held 49,714.

Magnavox. David W. Martin sold 100, held 3,504. George F. Smith bought 1,500, held 1,626.

P. R. Mallory. Leon Robbin sold 400, held 1,310.

Movielab. Herbert S. Camitta bought 200, held 200.

Pentron Electronics. R. L. Moxley sold 900 in June, 100 in July, held 200,050.

RCA. Charles R. Denny sold 872, held 4,668.

Rollins Bcstg. O. Wayne Rollins bought 200 as guardian, held 7,680.

Stanley Warner. Charles F. McKhann sold 200 in June, held 300.

Telectro Industries. Harry Sussman sold 100 in June, held 175,450.

Thompson Ramo Wooldridge. Dean E. Wooldridge sold 500, held 36,143.

TraVler. Joe Friedman bought 200 warrants for common, held 6,400.

20th Century-Fox. Robert Lehman bought 7,500, held 15,823.

Warner Bros. Benj. Kalmenson sold 1,200, held 58,800. Herman Starr sold 2,000, held 19,000. Jack L. Warner bought 1,000, held 1,134,260.

Zenith. Donald MacGregor bought 2,700, held 8,850.

Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
Schlumberger Ltd.	Q	$0.15	Dec. 1	Nov. 15
Terminal-Hudson	Q	.06	Oct. 26	Oct. 4
Transcontinent TV	—	.12½	Nov. 15	Oct. 31

New Address for Our N.Y. Office

Our N.Y. office (Managing Editor David Lachenbruch and Contributing Editor Charles Sinclair) has moved to 580 Fifth Ave., N.Y. 36 (Suite 403). The new telephone number is CIrcle 6-2215.

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WEEKLY

Television Digest

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The authoritative service for executives in all branches of the television arts & industries

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Broadcast

HENRY ABOARD—CRAVEN-COX SPECULATION sprouts anew. FCC Comr. Craven expected to get big space job by Jan., succeeded by Cox. Top staff slots likely to stay open until then (p. 1).

HOPES FOR DENVER PAY TV IN 6 MONTHS voiced by Bartell after FCC approval. Theaters aim to block test through appeals to FCC, Courts, Colo. utilities agency (p. 2).

SATELLITE SYSTEM INCORPORATORS NAMED: names of 13 sent to Senate, rapid approval expected. Telstar scores again (p. 2).

ATTACK ON CH. 14 & 15—NO BLOCKBUSTER—merely 3 pages filled with FCC by Land Mobile group of EIA. FCC not expected to take proposal seriously (p. 3).

NEW RELIGIOUS-SHOW FORMULA being tested by Westinghouse Bcstg. Co. in syndicated series. Policy-in-nutshell: Make every show with broadest possible appeal to avoid frictions (p. 4).

Consumer Electronics

ANOTHER TUBE MAKER raises prices; Westinghouse tells customers of increases averaging 6-7%. Raises now set by firms accounting for 50% of OEM market (p. 7).

SET MAKERS OOZE 4TH QUARTER CONFIDENCE: Buoyed by strong 3rd-quarter & 9-month sales, TV-radio manufacturers move into 1962's final turn confidently expecting banner year (p. 7).

HI-FI COMPONENTS being 'humanized,' with more furniture, more 'packages.' Trends at N.Y. Hi-Fi Show indicate reliance on FM stereo for sales increase, more high-priced units, gradual transistorization (p. 8).

JAPAN'S TINYVISION DRIVE begins in U.S. as Sony opens sales on 5-in. 8-lb. TV at $129.95, claiming goal of 20,000 a month. Uncharted market seen bucking all past U.S. trends (p. 9).

HENRY ABOARD, CRAVEN-COX SPECULATION: New FCC Comr. E. William Henry stepped in quickly after swearing in Oct. 2, participating in Commission meeting next day—asking questions which showed he'd studied agenda. Day thereafter, he joined group of commissioners' legal assistants in trip to AT&T's Telstar station at Andover, Me. He has retained predecessor Comr. Cross' staff.

At swearing-in ceremony, after Supreme Court Justice Byron White administered oath, Henry spoke briefly, noting: (1) He's happy to learn about good spirit of give & take among commissioners, that disagreements don't produce "cross words" or "personal ill will." (2) He's surprised to see depth of trade press coverage—including his clothing and hobbies. (3) High quality of FCC staff. (4) "I'm glad to be a bureaucrat and it's unfortunate that the word 'bureaucrat' has fallen into disrepute."

Speculation will now concentrate on Comr. Craven. His term expires next June 30, but he reaches mandatory retirement age of 70 in January. Though lawyers disagree on interpretation of law—whether Craven would need presidential waiver to remain beyond January, we're told that top Administration officials believe waiver is needed. At any rate, dominant current belief is that he will be offered and will accept prominent govt. position in space communications, before January, and that Broadcast Bureau Chief Kenneth Cox will succeed him.

Possible elevation of Cox raises questions about some top FCC staff jobs. Best bet is that Commission won't move on them until Craven-Cox issue is settled. Other major slots open: chiefs of Opinions & Review, Renewals & Transfers, Complaints & Compliance (John Harrington going to General Counsel's office), Secretary.

HOPES FOR DENVER PAY TV IN 6 MONTHS: Start of pay-TV experiment over KTVR Denver within 6 months, with at least 2,000 subscribers, is hope of toll proponents, now that FCC has given test go-ahead (Comr. Bartley dissenting).

Theater groups will exhaust all avenues to block test, as they've done for RKO-Zenith Hartford experiment. Movie exhibitors are likely to work 3 avenues—ask FCC to reconsider decision then conduct a hearing, appeal to courts, protest to Colo. public utilities regulators that phone company's tariff doesn't permit pay-TV service.

The simple Teleglobe system will be used. Picture is sent by station, straight, unscrambled, no sound. Sound is sent over telephone wire to home speaker separate from TV receiver. No connection is made to TV set. Theory is that set owner will pay to get audio. Of course, for such things as World Series and boxing, radio would have to be blacked out in area, because viewers could get all the sound they want that way —if indeed they need sound.

Subscriber will pay $10 for initial connection (to be refunded if test lasts less than a year) and minimum monthly charge not more than $3.25. For programs, prices will run 25¢ to $3.50.

KTVR is owned by Elroy McCaw's Gotham Bcstg., and sale for $2 million to CATV broker Bill Daniels is pending (Vol. 2:6 p5). Pay-TV franchise holder is Teleglobe-Denver Corp., 2/3 owned by radio broadcaster Macfadden-Bartell Corp. which is paying $350,000 for 600 shares, 1/3 by patent holder Teleglobe Pay-TV System Inc. (Sol Sagall) which holds 300 shares. Pres. is Gerald A. Bartell who, after FCC announced approval, said this about programming: "To the fullest extent that such programs are available on a practical basis, we plan to offer the best of legitimate theater, musical shows, opera, ballet, concerts by renowned orchestras & first-run movies"—etc.

From Hartford came word from RKO-Zenith that some 50 N.Y. & Boston pro basketball & hockey games plus some Yale football games including Oct. 20 Yale-Cornell contest, had been locked up for pay telecasts in Hartford. Heretofore, the only non-movie fare carried were Bolshoi ballet, Kingston Trio, Patterson-Liston fight.

In Toronto, Telemeter, which runs wired pay system, has bought Eidophor big-screen projector from Theater Network TV, installed it in a theater, carried Patterson-Liston fight, will get other events—supplementing its toll-TV take.

SATELLITE SYSTEM INCORPORATORS NAMED: The organizing group to launch nation's futuristic communications satellite corporation (Vol. 2:36 p4 et seq.) was named by President last week. Both Senate Commerce & Space committees received names; prompt confirmation was expected.

The 13 nominees, officially "incorporators of the Communications Satellite Corp.": John T. Connor, pres., Merck & Co., N.J.; George J. Feldman, vp, Mastan Co., N.Y.; Beardsley Graham, pres., Spindletop Research, Lexington, Ky.; Philip L. Graham, publisher, *Washington Post;* Sam Harris, N.Y. attorney; Edgar F. Kaiser, pres., Kaiser Industries, Lafayette, Cal.; David M. Kennedy, chmn., Continental Illinois National Bank & Trust Co., Chicago; George L. Killion, pres., American Steamship Lines, San Francisco, & MGM chmn.; A. Byrne Litschgi, Tampa, attorney; Leonard H. Marks, Washington, attorney; Bruce G. Sundlun, Washington, attorney; Sidney J. Weinberg, Goldman, Sachs & Co., N.Y. partner, and dir. of several corporations, including GE & Ford; Leonard Woodcock, vp, United Auto Workers.

Broadcasting is represented in some form by Kaiser, Graham, Killion & Marks—possibly others.

New group will be incorporated in Washington, act as board of directors until regular 15-man board is named by stockholders & President Kennedy. Task of incorporators—drafting of articles of incorporation, determining scope and form of satellite firm, setting of stock prices, etc.—probably will take year minimum. Incorporators won't be paid by govt. but could vote themselves salaries while engaged in setting up corporation.

Meanwhile Telstar did it again last week—flashing tapes of Comdr. Schirra's orbital shot to Europe 40 minutes after Oct. 3 launching. TV viewers in England, France, West Germany, Italy, Yugoslavia & Swit-

zerland received good overall reception, although blurred at times. CBS fed 8 min. of launch to London, got 8 min. of London reaction back to U.S. Because of sync problems, high-persistence-phosphor monitor was used to display Britain-to-U.S. picture, and camera picked up picture from the tube.

U.S. networks gave comprehensive coverage to Schirra shot, NBC-TV having special problem because of National League playoff game. Network attacked this by using "traveling" news sign superimposed on screen, which flashed continuous news of space shot throughout game.

ATTACK ON CH. 14 & 15—NO BLOCKBUSTER: Assault on TV's Ch. 14 & 15, by EIA's Land Mobile Communications Section (Vol. 2:40 p4), is scarcely massive. Its petition to FCC runs 3 pages. However, the mobile people do hope to impress FCC with their needs—and all major-user organizations have been invited to confer in Washington Oct. 18.

Mobile services need more space, may double number of transmitters within 5 years, according to petition. NAB and Ch. 14 & 15 stations and CP-holders can be expected to oppose petition. As for EIA's Consumer Products Div., it's unlikely to bother unless FCC gets serious enough to issue the proposal in a rule-making proceeding—which is improbable. Here's what petition has to say about Ch. 14 & 15 stations:

"A change as proposed here would involve a minimum of shifting. Because adequate time for moving to a new channel must be allowed the TV broadcaster, it is imperative that proper rule-making be accomplished now. It is also timely that this issue be determined now so that 'all channel' TV receivers which will be on the market in the next few years may be properly designed so as not to include these channels. It is proposed that in the interim period before the frequency shift of the existing users, the use of Ch. 14 & 15 by the Land Mobile Radio Services be allowed in those areas which do not contain such a TV broadcasting station. No mobile systems would be permitted to operate within a reasonable distance of any existing Ch. 14 or 15 TV transmitter, based on sound engineering practice, thereby affording the existing TV viewers necessary interference protection."

CURRENT CAPSULES

FCC received $14,486,000 appropriation for fiscal 1963 last week when President Kennedy signed independent agencies appropriations bill. Figure was compromise between $14,617,000 requested by agency and $14,355,000 recommended by House. Commission got $12,525,000 last year. Most of increase was for computer system. FTC, which originally asked $11,845,000 for upcoming fiscal year, ended up with $11,282,500 compared with last year's $10,345,000. USIA's request for $125 million came out of conference late Friday pared to $120.5 million. Health, Education & Welfare Dept., seeking $4.75 million to start its aid-to-ETV program, got only $2 million from House; Senate hadn't yet acted at week's end. Telecommunications Office's bid for $118,000 also still hadn't cleared upper house.

———■———

Hemorrhoids troubled broadcasters again last week—this time in radio. In 1959, more than 20 telecasters lost NAB Code status for refusing to drop "Preparation H" commercials. Now, 4 radio stations face same treatment for same ailment. NAB announced that final action on Code Board recommendations for expulsion will come at NAB Radio Board meeting in Phoenix Jan. 16. In addition, NAB said its "get tough" policy calls for more monitoring and more administrative staff.

There were 34 radio stations carrying offending commercials; 21 dropped them; 9 resigned from Code membership; 4 were left to be expelled. None was identified. Original TV showdown over the commercials marked notable stiffening of Code spine under Chmn. Donald McGannon, Westinghouse (Vol. 15:25 p3).

———■———

New FM allocations proposal, in highly detailed presentation, has been offered to FCC by Washington engineers Kear & Kennedy. Firm argues that FCC's goals of more & better coverage won't be reached by Commission's proposals. Among other things, K&K suggests closer spacing, allowing existing stations in some areas to have maximum power & height (precluded by FCC plan), permitting both Class B & C stations in Zone II. Those seriously interested may obtain copy from firm, 1302 18th St., N.W., Washington 6; supply limited.

Old New England ran for its muskets to defend its virtue after NBC's David Brinkley charged widespread "irregularities" and dishonesty in highway projects in Vt., N.H. and Maine, in his Oct. 1 *David Brinkley's Journal*. N.H. Gov. Wesley Powell declared heatedly that show's allegations about his state contained not "an iota of truth," and demanded equal time on NBC to reply. Officials in Vt. and Maine also reared up. Replying to protests, Brinkley said entire program is supported by official records and every fact can be proved. Late Friday, he had nothing to add except that "99% of the comments we've received were favorable."

FORMULA FOR RELIGIOUS TIME: A new approach to old problem of dividing up TV airtime among major religious groups without causing frictions on "equal time" is quietly being tried by Westinghouse Bcstg. Co.

In past, networks have generally used formula of making religious airtime roughly equal to percentage of adherents to a particular denomination, and aiming their religious shows (apart from sponsored religious packages) squarely at particular segment. WBC's tack is based on broad appeal for all such shows, and to play the "equal time" matter by ear.

Latest example of WBC thinking is *Legacy of Light*, 10-episode, 30-min. taped series produced in association with Union of American Hebrew Congregations. It makes little or no attempt to be "Jewish" TV. Instead, it borrows (with lower budgets but with possibly better taste) from Cecil B. DeMille's book of dramatic tricks by relating series of dramas and other works ("Faust," "Everyman," "Anna Karenina," etc.) to Biblical Ten Commandments. Series will be offered in syndication.

WBC's philosophy concerning show is that "the program content appeals to all religions which have the Ten Commandments as a beacon precept, and to all Western cultures which have the literary heritage from which the books and plays have been selected." Host of program is Rabbi Maurice N. Eisendrath, pres. of UAHC, but there's no attempt to proselytize in religious vein.

Previously, WBC has used a similar approach to Catholicism with the syndicated *Face of the World* series, 13 half-hour shows done in conjunction with Jesuit Mission, which are much more TV travelogue series than religious show. Protestant faiths are represented in "Man and His Problems," another low-pressure series done in conjunction with Protestant Council of Churches. A WBC official told us last week: "We've found, in practice, that the wider the entertainment and cultural appeal a religious show has, the less likely it is to arouse any inter-faith TV jealousies."

■

Network TV gross time billings rose 16% in August to $64,274,198, compared with $55,385,728 in the same 1961 month, TvB reports. Billings for first 8 months of 1962 were $516,443,077, up 12.7% from year ago's $458,068,236. CBS-TV billings totaled $200,402,561 for the period, up 17.6%; NBC-TV, $183,566,316, an increase of 11.8%; ABC-TV, $132,474,200, up 7.3%. Jan.-Aug., 1962 nighttime network billings were $356,696,436, up 10.4% from a year ago; daytime rose 18.3% to $159,746,641.

Keep TV out of Congress, Rep. Celler (D-N.Y.) urged in letter in Sept. 30 *N.Y. Herald Tribune*. Celler is chmn. of House Judiciary Committee, plans to hold hearings on newspaper ownership of TV stations (Vol. 2:3 p4). In letter, he disputed views expressed by CBS News Pres. Richard Salant that congressional committee hearings should be televised. Hearings are held to inform legislature, not entertain public, Celler stated, and TV cameras would be unfair to witnesses and incentive toward grandstanding by committee members. Declaring "government business is not show business," he said he would continue to support the ban on TV instituted by late Speaker Rayburn.

Broadcasters Promotion Assn. new slate of suggested officers & directors for membership approval at annual convention in Dallas Oct. 29: Dan Bellus, Transcontinent TV Corp., pres.; Clark Grant, WOOD-TV Grand Rapids, first vp; Caley Augustine, WIIC Pittsburgh, 2nd vp. Nominated to board: Clayton Kaufman, radio WCCO Minneapolis; John J. Kelly, Storer Bcstg.; Stan Cohen, WDSU-TV New Orleans; Paul Lindsay, radio WIND Chicago; George Rodman, KGO-TV San Francisco; Art Garland, WRGB Schenectady.

"Wild invasion of Georgia" by new CATV system near Fitzgerald has just taken place, according to Raymond Carow, WALB-TV Albany, who will moderate CATV seminar in Atlanta Oct. 16. Under aegis of Ga. Assn. of Bcstrs., seminar will have panel including: FCC Broadcast Bureau Chief Kenneth Cox; NCTA Pres. William Dalton; NAB vp Hollis Seavey; Washington attorney Russell Eagan; WIS-TV Columbia vp Charles Batson, Rust Craft Bcstg. vp Fred Weber.

Public service announcements for non-profit groups may continue to be carried as "sustaining," even though the groups make contributions to a trade assn. of which station is a member, FCC advised Southern Cal. Bcstrs. Assn. last week. Commission stated that although rules "would appear" to require such airtime to be identified as sponsored, public interest is served by waiving requirement. Comr. Ford dissented.

"Local notice" rules of FCC—requiring stations to publish & broadcast fact they've filed applications or are designated for hearings—were amended in several respects. Among them: TV station must have camera on announcer giving notice orally. FCC said "flashing a printed notice on the TV screen" won't do.

New composite week for program log analyses is specified by FCC, superseding recent list which it now finds "atypical" (Vol. 2:38 p5). New dates: Aug. 5, 1962; Sept. 25, 1961; Jan. 23, 1962; Nov. 15, 1961; April 26, 1962; May 11, 1962; Feb. 24, 1962.

Appointment to FTC of A. Leon Higginbotham Jr. (Vol. 2:40 p5) was confirmed by Senate Oct. 5.

Personals

John T. Murphy elected Crosley Bcstg. exec. vp. . . . **Ilya Lopert, Eric Pleskow & Alfred Katz** named United Artists Corp. vps, N.Y.

Jack Michael, WREC-TV & WREC Memphis program dir., elected Tenn. Assn. of Bcstrs. pres. . . . **E. Berry Smith,** ex-WFRV-TV Green Bay, Wis. vp & gen. mgr., named Marine Capital Corp. management div. media section head . . . **Paul K. Taff** promoted to NET asst. programming dir., will continue as exec. producer of children's programming.

James Parks promoted to KRCA Los Angeles station mgr. . . . **Thomas E. Paro** promoted to WRC-TV Washington station mgr.

Charles Kelly, WCKT Miami station mgr., elected vp of parent Biscayne TV Corp. . . . **Ted Froming** promoted to KEYT Santa Barbara, Cal. chief engineer, succeeding **Lloyd Jones,** resigned.

Michael Abbott, ex-Talent Assoc. producer & exec. asst., appointed Karzmar Productions TV vp, Hollywood. . . . **Robert W. Melahn,** ex-Pelican Productions, named sales vp, Rose-Magwood Productions, N.Y.

Serge Bergen, ex-Kear & Kennedy senior engineer, Washington, establishes own practice at 103 Fairchester Dr., Fairfax, Va., phone 273-2191.

Pat Trese, ex-NBC News, appointed KYW-TV Cleveland news dir. . . . **Austin Heywood,** ex-Davis, Johnson, Mogul & Colombatto agency, appointed advertising, promotion & publicity mgr., KTLA Los Angeles . . . **Bob Vanche,** ex-KTAR-TV Phoenix-Mesa program dir., promoted to dir. of new sports & special events dept., **Dick Covey** to program dir.

James H. Burgess promoted to WLWT Cincinnati gen. mgr., elected a vp of parent Crosley Bcstg. . . . **Michael Hind-Smith** promoted to CTV TV Network programming vp, Toronto . . . **Larry G. Spangler** promoted to Niles Communication Center TV & radio programs supervisor.

John E. Hinkle Jr., ex-WISN-TV-AM-FM Milwaukee chief accountant, appointed WTAE Pittsburgh business mgr., succeeding **James Gormly,** who becomes Hearst Magazines chief accountant, N.Y.

John A. Thackaberry, Robert E. Eastman & Co. Los Angeles mgr. and **Frank L. Boyle,** Detroit mgr., promoted to vps, **Lee A. Lahey** to secy., N.Y.

George A. Scharmen, ex-KENS-TV San Antonio news dir., named to similar post with KBTV & radio KBTR Denver.

Obituary

Stanley J. Reulman, 54, Katz Agency Western div. vp & San Francisco mgr., died there Sept. 28. His wife died Aug. 19. Two sons, a daughter, survive.

Alleged blackmail by a station, being investigated by FCC (Vol. 2:40 p5), involves operator who approaches people with suggestion that they might have "public relations" problems with station editorials unless they ante up.

Date for 1965 convention of National Community TV Assn. is June 10-14, Denver Hilton Hotel. Seattle is site of 1963 convention, June 7-14; Boston is tentative selection for 1964.

Reversing examiner, FCC finally gave Greensboro-High Point, N.C. Ch. 8 to Southern Bcstrs. Examiner Elizabeth Smith had favored TriCities Bcstg. in March 1961 decision. Also denied were Jefferson Standard & High Point TV. Southern was favored primarily for local control, experience and better prepared proposal. Comr. Ford dissented, Chmn. Minow joining him, favored Tri-Cities for "clear-cut superiority in the areas of local ownership, integration of ownership with management and diversification of media of mass communication." Majority comprised Bartley, Hyde & Craven. Lee was absent, Henry didn't participate.

Automatic logging got FCC approval last week. Commission granted petition of ITA Electronics Corp., and amended rules to permit such logging with following requirements: (1) If used, station must be able to furnish FCC with all required log information. (2) Each recording, tape or other automatic log must be accompanied by certificate of operator that it represents what actually was broadcast. (3) Station must extract from log any information FCC might require, submit it in written form with the automatically recorded log. ITA is developer of "Documentor," 9-in. 2-rpm disc which records 24 hours of programming on 2 sides (Vol. 2:15 p4).

Ford Foundation ETV grants totaling $109,800 were announced last week: Philadelphia Board of Education: $30,000, for 4 experimental videotape lessons; Southwestern Ind. ETV Council: $15,000, for TV teacher training program; U. of Tenn.: $12,500, to plan use of 3 reserved ETV channels; Twin City Area ETV Corp.: $28,500, for course in earth & space science; U. of Utah: $8,800, for statewide ETV plan; Language Research Inc.; $15,000, for films for Harvard U. visual communications course.

Slow-scan TV on amateur 21 & 28 mc bands, sought in petition to FCC by American Radio Relay League, is due to be acted on by Commission in next month or 2. Use of 3-kc band is proposed. In Nov. 1959 experiments, amateur Copthorne Macdonald, WA2BCW, Elmira, N.Y., sent pictures to England where they were recorded on ordinary voice tape. Conventional TV transmissions are allowed on amateur band 420-450 mc and higher.

Speed record in preparing & arranging multi-city closed-circuit business meeting is claimed by Theatre Network TV. Agricultural equipment manufacturer Massey-Ferguson's request for TV presentation of its new marketing requirements was made to TNT at 4 p.m. Sept. 26. TNT arranged 25-city U.S. & Canadian hookup, and presentation was made at noon Sept. 30—just 92 hours later.

NAB backed FCC proposal to allow up-to-10 kw AM stations & 25 kw FMs option of employing part-time first class operator or full-time operator as required under present rules, said it might offer financial relief to small stations. But rule-making proposal which would require complete transmitting apparatus inspection at least daily 6 days a week was termed unnecessary by NAB.

Italian antenna firm, CO. EL. (Complementi Elettronici, S.P.A.), Milan, has opened U.S. sales offices at 24 Carol Rd., Westfield, N.J., headed by R. J. Rainey, former RCA International Div. broadcast & TV marketing mgr.

Palm Springs Translator Stations Inc. has been acquired by H & B American Corp., owner of Palm Springs CATV system. Three channels carried by translators will be continued, in addition to 7 supplied by CATV.

Decision on TV music licenses will be sought in U.S. Supreme Court by All-Industry TV Station Music License Committee, as final round of 2-year battle to revise present system of ASCAP licenses. Committee, headed by Hamilton Shea, has rejected settlement conference opinion of Judge Sylvester J. Ryan who tried to work out compromise when ASCAP insisted that divestiture by broadcasters of BMI holdings should be part of a new deal. No Supreme Court ruling is expected by Shea's group before May or June of next year. TV stations will meanwhile pay existing ASCAP rates, with no reduction but with provision that final rate will be retroactive to start of 1962. Stations were informed of Committee's decision in letter from group's N.Y. office last week.

Rising VD rate in N.Y. is target of new public service drive by city's TV outlets. Touchy topic will be handled in series of ID and station-break film announcements produced by Klaeger Productions for Grey advertising agency & N.Y. Dept. of Health. Airtime will be donated by the 3 network flagships, and probably by WNEW-TV & WPIX. Only WOR-TV, among city's commercial stations, has declined. Visual element of anti-VD films is almost abstract (petals falling from flower, etc.), and copy stresses importance of contacting health centers in early stages. Problem is no minor medical matter; city's VD rate has bounded up 400% since 1957. The film announcements, with new copy, may be used in other cities.

Video tape as gridiron aid is being used by Dallas Texans. Coach Hank Stram has arranged with WFAA-TV Dallas & Ampex for closed-circuit feed of key plays, taped from network telecast during first half of game, to be fed to Texans' locker room during half-time for "discussion & analysis." Additionally, Stram has had closed-circuit monitor installed near his team's bench so he can call for immediate playback of action during game.

"Ultimate solution of all TV's problems," suggested by *TV Guide* publisher James T. Quirk in speech before Philadelphia TV-radio advertising club: 6-month moratorium on self-analysis of TV by people in the industry. "If the people in the business stopped talking and started listening," he stated, "they might become aware of a strange and long-neglected sound—the voice of the viewer."

More Chicago-style hearings will be held early next year, according to FCC Comr. Lee who presided at Chicago sessions. He told meeting of National Assn. of Broadcast Employes & Technicians international executive council in Chicago that FCC attorneys advised him not to identify cities.

One-year license, instead of revocation, was meted radio WMPP Chicago Hts., Ill. by FCC. In April 1961, Commission had proposed revocation because of station's failure to report 40% stock transfer. Station assured FCC that omission was "misunderstanding" by a WMPP officer and that it would watch itself from now on.

New CATV advertising & promotional service has been formed by Telesystem Services Corp., Glenside, Pa. Headed by former Philadelphia ad agency pres. Sam Street, new organization will supply consultation, research & promotional aides to CATV industry.

WZZM-TV is new call of Ch. 13 interim operation in Grand Rapids, planning Nov. 1 start. Group dropped WIIM-TV designation after WJIM-TV Lansing complained to FCC about similarity of calls.

An **"Office of Satellite Communications"** in Common Carrier Bureau has been established by FCC, will be headed by attorney Bernard Strassburg. In Office of Chief Engineer, Technical Research Div. is split into 2 divisions —Technical Div. to "handle most immediate technical requirements of current concern," and Research Div. to "handle forward-looking research." Technical Div. will have these branches: Technical Standards, Experimental Services, RF Devices. Research Div. will comprise: Space Systems, Special Projects, Applied Propagation.

"Resignation" of AFA Pres. C. James Proud was "forced" because he was "too aggressive" in seeking "to make AFA a strong voice in the behalf of advertising in Washington." So said Proud last week in statement "to clarify the issues." The 5-year chief of the national ad club organization said his resignation was demanded by 7 of the 12 members of executive committee because of his insistence that AFA make strong stand on legislation affecting advertising.

TV-radio censorship to protect public's morals has been urged by Vatican. Vatican Secretary of State sent letter in name of Pope to Archbishop of Genoa, Italy, declaring such censorship "cannot be considered an exaggerated imposition upon individual liberty; it constitutes instead for the State a legitimate exercise of its functions in tutoring and promoting the common good in a sector ever so delicate."

Australia seeks TV transmitting equipment for 20 stations. Documents listing equipment & specifications are available for review in Room 4125 of Commerce Dept., Washington. U.S. firms may bid on any or all equipment, until 3 p.m., Melbourne time, Nov. 8. Bids should be sent to: Controller, Stores & Contracts, Postmaster General's Dept., 7th Floor, 114 Russell St., Melbourne, C.1.

TV is hurting movie attendance in Japan, *International Commerce* reports. Theater attendance skidded from 1.127 billion in 1958 to 863 million in 1961, but box-office receipts remained constant because of increased prices. Although TV is prime culprit, *Commerce* notes, competing attractions, sports & travel may also be factors in drop.

Kenya TV began Oct. 1, and 2,500 set-owners were treated to *Bonanza* in English, Swahili & Hindustani. Nairobi station, East Africa's first, will be on 4½ hours nightly. First week's programs included *Dr. Kildare, Loretta Young Show, Hopalong Cassidy, Lassie.*

Space communications session at International Scientific Radio Union meeting in Ottawa Oct. 15-17 includes discussion of Telstar by Bell Labs' R. H. Shennum and study of commercial satellite systems, 1965-1975, by RCA Labs' J. S. Greenberg, S. Gubin & M. Handelsman.

National Foreign Policy Conference for broadcasters & press will be held at State Dept. Oct. 15 & 16. President Kennedy & Secretary of State Rusk will head list of speakers. Theme: "Five Goals of U.S. Foreign Policy."

Bill authorizing foreign radio stations in Washington embassies (Vol. 2:34 p5 et seq.) was passed by Senate last week, sent to President for signature.

Sale of KVOG-TV (Ch. 9) Ogden, Utah, for $170,000, to city's Board of Education, has been approved by FCC. Station quit Jan. 16, will be converted to ETV.

Storer's radio WHN N.Y. (formerly WMGM) becomes MBS flagship Oct. 14, bringing Mutual affiliations to 502.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

ANOTHER TV TUBE MAKER HIKES PRICES: At least 4 picture-tube makers, representing about half of total OEM tube output, now have announced price increases in their product.

At week's end, Westinghouse had notified its customers of boosts in original-equipment tube prices. Increases vary by tube size & type, Westinghouse said, but estimated average rise at between 6% & 7%.

Other companies already reported to have notified customers of boosts are National Video, Rauland & RCA, with Sylvania "considering an increase" and GE withholding comment (Vol. 2:40 p8).

There are indications, too, that prices of some other components have begun to rise. Set makers, while reluctant to comment on future prices, indicate they're in no position to eat any increases in either labor or material costs, and rising costs will be reflected in new models—but not in any boosts in present sets.

Some set makers feel tube makers won't be able to sustain rise when demand slackens off this winter. So they're reserving comment on their own future pricing plans.

SET MAKERS OOZE 4TH QUARTER CONFIDENCE: TV-radio manufacturers breezed into 1962's final turn with rising momentum of strong 3rd-quarter & 9-month sales. Banner year indicated by rousing first-half (Vol. 2:34 p7) is clearly in making, and 7 industry leaders with whom we spoke last week exuded optimism & confidence for final quarter.

RCA posted record sales of TVs, radios and phonos in first three quarters with 36% boost over Jan.-Sept. 1961. September's consumer products volume was up 24%. Sales Corp. Chmn.-Pres. W. Walter Watts said color TV sales paced 9-month gains with 118% leap in unit sales & 110% gain in dollar volume. Radio sales were up 48%, stereo phonos 76%. "The outlook for the 4th quarter is extremely encouraging in all product categories," he said. "We feel our color TV sales will be limited only by the supply." Sept. color sales were 69% ahead of Sept. 1961, and "we are unable to fill all orders we have on hand."

Record 3rd quarter already is in the books at Magnavox. Pres. Frank Freimann reported 78% jump over 1961's 3rd quarter to $49 million from $27 million. July-Sept. sales splurge shot Magnavox's 9-month sales 53% ahead of a year ago to $136,560,000 from $89,290,000. True, govt. & industrial division chalked up major gains, but consumer products also chipped in "significant" increases.

Motorola is forecasting record 1962 sales & 33% jump in net operating income. Pres. Robert Galvin said 3rd-quarter sales will be up 10% from year-ago quarter's record $79 million, predicted final 1962 figures of $3.14 a share earnings on $340 million sales vs. 1961's $2.36 on $298 million. He said 3rd-quarter unit sales of TVs are up 50%, stereo & radio "substantially" ahead of 1961's 3rd quarter. Motorola Consumer Products Pres. Edward R. Taylor told us "we're very bullish about the public's buying mood for the balance of the year."

Similar optimism was evident across the board. Emerson Pres. Benjamin Abrams told us: "Business is very good. Our sales are running 30% ahead of last year. The 4th quarter looks much better than last year's quarter." GE also reported business "good," told us "if sales continue through balance of the year at the present rate, EIA's 6.8 million set forecast is not unreasonable."

Slight downbeat note was sounded at Admiral. Spokesman told us "business is spotty right now, but we're guardedly optimistic about the 4th quarter. We had a very good 4th quarter last year and we don't know if we're going to beat it. We'll be happy if we come close."

Philco checked in with optimistic report. Charles Hakimian, consumer products div. gen. sales & mktg.

mgr., told us company racked up good 3rd quarter business and is anticipating fine 4th quarter. "TV, hi-fi & laundry equipment paced our consumer product sales in the 3rd quarter," he said, "and we expect the pattern to continue through the 4th quarter."

Muntz TV, which had a rousing 1962 fiscal year ended Aug. 31 (Vol. 2:38 p12), expects sales to continue upward spiral balance of calendar year, we were told by vp Jack Simberg. "We're very optimistic about the sales picture and the business outlook." Other optimistic notes:

Zenith Pres. Joseph Wright is "encouraged by the way business is going," notes company had a record August & a "very good" September. Zenith had record sales for first 8 months (Vol. 2:39 p12), said it has been necessary to "increase 4th quarter production schedules on all Zenith products." Zenith Sales Corp. Pres. Leonard C. Truesdell, in Oct. 5 Chicago Chamber of Commerce speech, said Zenith is planning increase on all product lines for entire 1963. He said industry will benefit from obsolescence of TV & radio sets 8 years or older, from growth of 2-or-more TV-receiver homes, from minimum of 100% increase in color sales (which average some $700 retail), from stereo hi-fi & radio.

Webcor Chmn. Titus Haffa anticipates "a record" 4th quarter.

Wells-Gardner Pres. Grant Gardner believes 1962's 4th quarter will be "biggest" in firm's history, points out that customers of company's private-label TV sets "are enjoying good business."

'HUMANIZING' COMPONENT HI FI: Just as package radio-phono makers are adapting "the component look" to their instruments, hi-fi component manufacturers are swinging in opposite direction, removing the cold, steely computer appearance from their products.

Line which separates "package" from "component" equipment, in fact, is getting less distinct. This was one of our observations last week at N.Y. Hi-Fi Show. Among other trends: (1) Runaway excitement by audiophile manufacturers over FM stereo. (2) Increasing number of fully transistorized components being offered. (3) New emphasis on higher-priced equipment—such as tuners & amplifiers in the over-$250 bracket.

There's no doubt components are getting "humanizing" treatment. The decibels, watts & response curves are still there for those who want them—but there's much more appeal this year to "the ladies" and to those who find it a major engineering triumph to plug a lamp in a socket. Examples: more manufacturers offering complete tuner-amplifiers (hi-fi radio without speakers); more equipment packed in attractive furniture; more small "packaged components," such as portable phonos, table radios.

Among interesting new "packaging-trend" products: Rek-O-Kut's "Sonorama" speaker shelf, 67-in. wide, for wall mounting, designed to avoid the bulky speaker-cabinet look. It's a complete speaker but serves also as shelf ($149.95 & $179.95). Then there's brand new all-transistor portable stereo phono by KLH at $199.95, weighing only 28 lb. And KLH's "Model 8" table FM radio, now also available in FM stereo (partly transistorized) in 4 small matching walnut cabinets (at a breathtaking $308). Or United Audio's imported stereo portable, using dual changer, at $189.95. Then there's Heath's FM stereo table radio kit at $109.90.

Two packaged hi-fi manufacturers announced new record-changers designed for component market, meanwhile. Zenith, exhibiting at hi-fi show (only major non-component manufacturer to do so), announced availability of its 2-gram record changer on component market next month at $95 (including cartridge). RCA Parts & Accessories announced that its "Studiomatic" changer, is available by itself, too, gave no prices.

One of biggest attention-getters at show was wireless remote-control FM tuner unit displayed by Fisher. Using signal-seeking motorized tuning device in FM tuner, it tunes stations, turns set on & off and continuously adjusts volume from tiny hand-held TV-type ultrasonic unit. Bill for this convenience is high: Motorized FM tuner (wired remote is also available with this) costs $360; transistorized receiver & hand unit for wireless remote adds another $99.50.

FM stereo was everywhere, and signals were good—due in large part to fact that they were piped in by distribution system from temporary WTFM studio right in Trade Show Bldg. Everywhere there were new & more deluxe FM stereo tuners, tuner-amplifiers & adapters, and manufacturers were counting on FM stereo to supply large slug of the 10-15% industry-wide increase in sales which is being predicted this year. Privately, however, some tuner makers were confiding that they had expected too much too soon from FM stereo, that sales so far this year, while good, had been somewhat slower than expected, but momentum is increasing.

TINYVISION TV—FAD OR FALLACY?: Unveiling of 5-in. personal portable transistor TV last week by Sony Corp. of America signals starting gun in race to carve real niche here for TV imports in the way Japanese manufacturers opened whole new business with their transistor radios.

Crowds gathered 10 & 12 deep around windows of Sony showroom at 585 Fifth Ave. to view the tiny receiver—not much larger than a telephone—and Sony announced grandiose plans for imports. All other Japanese TV manufacturers have been making me-too sounds. Sony reported heavy interest by U.S. dealers.

Sony's 8-in. battery portable hasn't been notable success at $249.95—except among the Abercrombie & Fitch crowd. History of U.S. TV has shown no great desire for small-screen sets. At $229.95 excluding battery, we think 5-in. TV will be bucking trend if it succeeds, despite its undeniable appeal to the $14.95-transistor-radio fan.

Set itself gives good, bright, sharp picture on new square-cornered 70-degree 5-in. tube, weighs about 8 lb. without battery. Available as extra accessories: Battery pack (same one used with 8-in. portable), $39.95; leatherette carrying case, $12.95; car bracket (for viewing from back seat), $3.95; car battery cord, which plugs into lighter socket, $17.95; car antenna, which mounts on window, $24.95; plug-in continuous uhf tuner, no price quoted.

U.S. shipments of Sony's "Micro TV" began last week and company says it hopes to sell 10,000 sets a month here by January, 20,000 monthly by July. This would seem somewhat optimistic estimate in view of fact that Sony is believed to have sold less than 10,000 sets here so far this year.

There undoubtedly will be other tinyvision sets here this year. Sharp Electronics (Hayakawa) has already announced 10-lb. 6-in. set due here next month, to sell for less than $200. If market should rise to the 20,000-a-month (or 240,000-a-year) figure mentioned by Sony, this would be start of brand-new industry for U.S. as well as Japanese manufacturers.

U.S. manufacturers will be watching closely for any signs of Japanese success in tinyvision market. GE, which several years ago did extensive field testing of 6-in. transistor portable, frankly confirms it's playing again with idea of small-screen battery set. In response to question, GE TV receiver dept. marketing mgr. Marshall Bartlett said: "Introduction of a transistorized 10-in. portable TV set is being considered, but no specific marketing plan has been resolved as yet. We have been studying the market for some time, and recent Japanese introductions of transistorized portables have encouraged us to speed up activities on this program."

As to Sony's claim of potential existence of 20,000-set-a-month market for 5-in. set at $229.95 plus battery: there may be such a market, but past experience shows no evidence of it.

TV-RADIO PRODUCTION: EIA statistics for week ended Sept. 28 (39th week of 1962):

	Sept. 22-28	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	159,180	154,643	150,901	4,869,158	4,393,768
Total radio	483,494	469,943	448,769	13,758,271	12,001,488
auto radio	196,820	208,827	124,724	4,913,875	3,744,786

"New Growth—New Jobs for Pennsylvania" is brochure by Jerrold Corp. Chmn. Milton J. Shapp and economist Ernest H. Jurkat. The 65-page volume is subtitled "A Dynamic Program to Revitalize the Economy of the Keystone State." Copies are available at $2 each (less in quantities) from The Shapp Foundation, Suburban Station Bldg., 1617 Pennsylvania Bldg., Philadelphia 3.

Westinghouse has entered toy market with a talking doll priced at "less than $40" & a "little garden" experimental botanical kit priced at $12.95. Westinghouse said it will produce additional toys if it gets good response to initial line.

Andrea stated its color-TV case with Sept. 30 *N.Y. Times* full-page ad that headlined succinctly: "If you ask us why did Andrea take so long to make color TV?, we'll ask you why did you take so long to buy color TV?" Continued ad: "Sure we're late with color . . . we've been working with it for years, to get all the kinks out. That's why we waited. That's why you waited, too. Right? Right!"

Increase in uhf converter prices was announced last week by Blonder-Tongue, along with new line of restyled & re-engineered models. Converters are now priced at $26.95, $42.95 & $47.95, up from $24.95, $39.95 & $42.50.

Trade Personals

William H. Beaubien, ex-GE, joins Warwick Mfg. as radio products div. engineering dir. . . . Paul M. Hachigian named engineering dir., ITT's International Electric Corp.

Harold W. Schaefer, formerly Philco consumer & commercial products vp & engineering dir., elected vp-gen. mgr. of National Union Electric's Eureka Williams div., maker of vacuum cleaners & floor polishers.

Robert S. Alexander, ITT vp, elected pres. of ITT Arkansas, new electronics mfg. div. established by ITT in Camden, Ark.

Ricardo Muniz retired Oct. 1 as Magnavox mfg. & engineer coordinator. Prior to joining Magnavox in 1957, he had been gen. mgr. of Canadian Westinghouse's Radio-TV div.

John W. Belanger, GE customer relations vp, retired Oct. 1 after 45 years with company . . . Cyril L. Fernquist appointed engineering vp, Transistor Electronics, Minneapolis.

Joseph W. Skehan named pres.-gen. mgr. of Raytheon's Machlett Labs subsidiary . . . G. C. Brewster appointed RCA electron tube div. administrative services mgr., a new post.

Selman M. Kremer, ad & sales promotion mgr. of Jerrold Electronics, named ad mgr. of parent Jerrold Corp.

Howard E. Wolfson, Maremont chmn., elected chmn. of newly-acquired Gabriel Co., succeeding Thomas J. Dolan, resigned; Jerome M. Comar, Maremont exec. vp, named Gabriel pres.

Leslie M. Maxim resigns as pres. of Standard Kollsman Industries' Stankolls subsidiary, whose operations will be coordinated with subsidiary Casco Products; Lloyd F. Taylor, Casco vp-gen. mgr., will assume responsibility for Stankolls operation.

Howard L. Richardson, former Sylvania senior vp of electronics systems div., elected General Dynamics vp for corporate planning; Edward H. Heinemann elected vp for corporate engineering.

M. E. Morrow, Telex dir. & ex-chmn., elected pres. & chief exec. officer, succeeding Stephen A. Keller who remains with firm in post yet to be determined; Edgar N. Greenebaum Jr., Chicago financier & a dir., elected chmn. of finance committee.

William H. Graham, former Magnavox of Tenn. exec. vp, elected chief exec. officer & a dir. of North Electric Co., Galion, Ohio maker of electronic & telecommunications equipment, succeeding William Tucker, who has resigned as pres. & chmn.

Julius R. Pascuzzo, former Curtis-Wright vp & electronic div. gen. mgr., joins General Instrument as vp-gen. mgr. of radio receptor div.

Burton Kallick, Chicago Dial Sales vp, & Ken Soda, engineering vp, elected dirs.

Obituary

Anthony J. Vasselli, 73, inventor & pres. of Zenith Engineering Co., Hanover, N.J., died Sept. 30 at St. Vincent's Hospital, Montclair, N.J. He held numerous patents on electrical & electronic devices. In 1924, he patented & sold to Zenith Radio Corp. a forerunner of push-button tuning for radios.

Factory transistor sales in July rose above year-earlier levels both in units & dollars. EIA reported July sales of 15,434,205 transistors—up from 11,227,388 in July 1961. Dollar value rose to $19,476,017 from $17,506,011. Cumulatively, Jan.-July unit sales totaled 138,460,120 vs. 99,910,270 in 1961's first 7 months. Dollar value, however, continued to trail—$169,713,246 vs. $174,626,160. Here are EIA's figures:

	1962		1961	
	Units	Dollars	Units	Dollars
January	17,238,376	$ 21,459,598	12,183,931	$ 22,955,167
February	20,239,880	24,151,155	13,270,428	25,699,625
March	22,932,655	28,202,422	15,129,273	29,815,291
April	19,621,048	25,097,960	15,072,064	27,388,278
May	21,217,919	24,951,738	15,128,181	25,113,042
June	21,776,037	26,374,356	17,899,005	26,148,746
July	15,434,205	19,476,017	11,227,388	17,506,011
Totals	138,460,120	$169,713,246	99,910,270	$174,626,160

GE has agreed in proposed consent decree to avoid any arrangement that restricts export of TV & radio sets to Canada (Vol. 2:32 p11). Similar decrees were signed by Westinghouse & Phillips earlier this year. All 3 were defendants in 1958 civil antitrust suit brought by Justice Dept. on charges that they had operated patent pool since 1926 to block importation of U.S-made radio & TV sets by Canada. Proposed GE decree becomes effective in 30 days, barring objections by interested parties.

New plants & expansions: Westinghouse will build plant in Baltimore to consolidate molecular electronics activities now carried on in Baltimore & in Pittsburgh & Youngswood, Pa. Construction will get underway this year, is slated for completion next spring. Plant involves investment of "several million dollars" • MCA will build 14-story, 160,000-sq.-ft. hq building at Universal City, Cal., on site of MCA-owned Universal-Revue studios. Construction will start next year.

Color TV sales this year will approximate 400,000 sets, October *Fortune* forecast, adding: "RCA itself will sell about 275,000 sets." Industrywide, magazine estimated total 1962 sales of $200 million from color TV sets, broadcasting equipment & air time. *Fortune* also said "about 400,000 color TV tubes will be made this year," said tube 7 year ago "cost about $195 to make, today it can wholesale for around $85, including a profit for the manufacturers."

Sony Corp. is investigating possibility of building U.S. plant, it's indicated by *International Commerce*, published by U.S. Commerce Dept. Publication states that Sony of Japan has inquired about "areas where plants may be established, available grants for land, machinery, buildings, tax exemptions, credit facilities, and any restrictions that may be placed on operations and use of Japanese personnel."

GE's new color line, being shown to dealers beginning this week, starts with black metal table model at about $495, has 5 basic models (in 10 variations) ranging to $795. Previous line had 3 models, starting in $595 range.

Admiral is picking up tab for 7-day trip to Switzerland for 288 dealers who qualified in room air conditioner promotion conducted recently. First group takes off Oct. 18.

Frank G. Gleason appointed Texas Instruments corporate mktg. mgr.; C. R. Rockwood named corporate mktg. mgr. for Washington, D. C., a new post, with hq at 1925 K St., N.W.

Officers & Directors stock transactions as reported to SEC for August:

Allied Artists. R. W. Hurlock bought 400, held 34,000.

American Bosch Arma. Ralph F. Peo sold 571, held 100.

Ampex. Phillip L. Gundy sold 4,000, held 8,927. A. E. Ponting bought 500, held 500.

Amphenol-Borg Electronics. E. A. Stephan bought 100 in July, held 1,800.

Audio Devices. Bryce Haynes bought 400, held 3,088.

Avco. John Milhalic Jr. bought 1,666, held 5,432. Curry W. Stoup sold 700, held 4,990.

Collins Radio. R. M. Matthews bought 100, held 200. Edward A. Williams bought 100, held 100.

Decca Records. MCA bought 10,000, held 1,278,315.

Electronic Assistance. Malcolm A. Angus sold 222 in July, held 300. J. Raymond DeRidder sold 400, held 5,634.

Electronics Communications. Donald D. King sold 1,000, held none.

Federal Pacific Electric. Mack Johnson sold 300 Class B, held none.

Gabriel. John H. Briggs sold 44,289, held none.

General Bronze. Sydney S. Baron bought 500, held 700.

GE. C. W. LaPierre sold 1,585, held 17,747.

Globe-Union. William M. Wanvig bought 200, sold 100, held 3,200.

Hewlett-Packard. W. F. Cavier bought 5,004, held 20,229. Bernard M. Oliver sold 114, held 31,564.

Indiana General. John H. Bouwmeester sold 1,500, held 7,488. Ivan A. Dickey sold 500, held 4,500.

ITT. Robert S. Alexander bought 200, held 600.

Lab for Electronics. Eugene D. Stirlen sold 500, held 10,836.

Lear Siegler. Robert T. Campion bought 300 in June, 1,200 in July, held 1,500.

Ling-Temco-Vought. James J. Ling sold 18,060, held 11. Ling Investment Co. sold 39,500, held 13,440. Robert McCulloch sold 12,000, held 14,876.

Litton Industries. Charles B. Thornton sold 1,400, held 493,664 after 2-for-1 stock split Aug. 15, 1962. Roy L. Ash sold 2,000, held 199,066 after Aug. 15 split.

Loral Electronics. A. R. Merlin sold 100 in July, held 2,652.

Metromedia. Percy M. Stewart bought 300, held 3,500.

Motorola. Edward R. Taylor sold 300, held 7,700.

Muter Co. Harold C. Mattes bought 500, held 36,002.

RCA. Charles R. Denny sold 507, held 4,161.

Raytheon. Thomas H. Johnson sold 200 in July, held 2,098.

Schlumberger Ltd. Pierre Schlumberger sold 100,000, held 303,385. Enders M. Voorhees sold 1,800, held 6,000.

Silicon Transistor. Randolph Bronson sold 300 in July, 700 in August, held 17,850.

Stanley Warner. Harry M. Kalmine bought 100 in July, held 800.

Stewart-Warner. Frank A. Ryder bought 200, held 3,248.

Taft Bcstg. Hulbert Taft Jr. sold 2,345, held 118,897.

Telectro Industries. Stanley Rosenberg sold 300 in July, held 173,150. Harry Sussman sold 200, held 175,250.

TraVler Industries. Joe Friedman bought 1,000 warrants for common, held 1,000.

United Artists. Louis Lober sold 600, held 400.

Zenith. Hazel M. Chesser bought 150, held 4,380.

Mergers & acquisitions: **Fairchild Camera & Instrument** will acquire for $1,250,000 cash the Davidson Div. of Mergenthaler Linotype (Vol. 2:37 p12). Latter's stockholders overwhelmingly approved sale. Davidson makes small offset presses, other printing equipment. • **Maremont** obtained "working control" of **Gabriel Co.** by acquiring an additional 100,000 shares of latter's common stock, extending holdings to 42%. Maremont has said it would consolidate 2 companies if it won control of Gabriel. • **ITT** has acquired for stock **National Computer Products**, Lawrence, Mass. manufacturer of diodes & other semiconductor products. National Computer will operate as an ITT subsidiary under its current management. Acquisition will operate under name of its former division, National Transistor. • **Pacific Industries, Midland Mfg. Co.** div. has purchased for cash **Itek's Electro-Products** div., manufacturer of crystal filters for electronic components. Midland, with hq in Kansas City, Kan., makes quartz crystals for frequency control in communications equipment.

RCA's successful 13-year, $130-million struggle to establish color TV as profit producer is detailed in October *Fortune* tribute aptly titled: "The General Never Got Butterflies." Magazine points out that "the heavy investment in color TV has been made and paid for," but RCA since 1958 has been carrying another loss load, data processing, which so far has cost more than $100 million and is not expected to produce profit for another 2 years or so. "The toll of pioneering was paid by the established & prosperous members of RCA's family," *Fortune* said. Among them: NBC. "It is estimated that RCA in 1961 winnowed 40% of its net earnings, or around $14 million, from NBC." Summed up *Fortune*: "RCA, which has had its troubles, now exudes confidence. Says General Sarnoff, who went through the long pioneering journeys without a lepidopteral quiver: 'We are approaching escape velocity. This is going to be our record year.'"

Reports & comments available: **Motorola,** Hayden, Stone & Co., 25 Broad St., N.Y. 4. **RCA,** report, Carl M. Loeb, Rhoades & Co., 42 Wall St., N.Y. 5 • **Westinghouse Electric** discussion, Purcell & Co., 50 Broadway, N.Y. 4 • **"Consumer Electronics Companies,"** report, Courts & Co., 11 Marietta St., N.W., Atlanta 1 • **Seeburg,** discussion, Sincere & Co., 231 S. La Salle St., Chicago 4 • **IBM,** memo, Reynolds & Co., 120 Broadway, N.Y. 5.

Endevco Corp., San Francisco maker of electronic amplifiers & other components, and parent of Video Instruments, anticipates rise in sales to about $5 million from $3.7 million in 1961. Pres. H. Dudley Wright forecast earnings of between 50¢ & 60¢ a share, compared with last year's 53¢ on fewer shares. Indicated earnings range from $372,000 to $447,000—up from 1961's $366,690.

GE & Justice Dept. have agreed to settle 18 price-fixing civil suits on terms far less severe than those originally proposed by govt. Consent decree submitted for court approval goes beyond products involved in price-fixing cases, but is restricted to GE's heavy electrical equipment product lines. Justice Dept. initially sought decree covering all of GE's 250,000 products.

More FM auto radios: FM will be available as optional extra on most makes of 1963 cars. Meanwhile, Heath Co. has added to its kit line a transistorized FM car radio kit at $64.95. Another recent entry in field is Metravox, Italian-made hybrid tube-transistor FM-AM-marine band car radio.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
AT&T	1962—year to Aug. 31	$8,822,666,000[1]	——	$1,366,557,000[1]	$5.65	237,189,000
	1961—year to Aug. 31	8,228,314,000	——	1,253,584,000	5.49	228,491,000
	1962—qtr. to Aug. 31	2,255,690,000[1]	——	355,024,000[1]	1.47	240,768,000
	1961—qtr. to Aug. 31	2,106,176,000	——	321,241,000	1.36	235,560,000
Federal Pacific Electric	1962—year to June 30	97,285,128	$ 2,292,724	1,504,688	.29[4]	2,417,711
	1961—year to June 30	88,212,691	(7,911,664)	(5,456,423)[7]	—	2,371,127
Four Star Television	1962—year to June 30	19,962,980	——	734,077	1.20	600,000
	1961—year to June 30	24,193,715	——	647,422	1.06	600,000
International Rectifier	1962—year to June 30	17,882,213	——	1,207,282	.50	2,414,542
	1961—year to June 30	14,512,735	——	1,108,216	.46	2,410,348
Narda Microwave	1962—year to June 30	2,870,337	——	66,729	.10	600,000
	1961—year to June 30	2,651,435	——	150,026	.25	600,000
Official Films	1962—year to June 30	——	433,000	205,000	.07	2,829,328
	1961[8]	——	——	——	—	——
General Tire & Rubber	1962—9 mo. to Aug. 31	663,866,488	33,701,394	17,201,394[2]	.99[4]	16,570,394
	1961—9 mo. to Aug. 31	563,936,813	35,811,334	18,061,334[3]	1.07[4]	16,211,220
Republic Corp.	1962—39 wks. to July 28	31,985,093	——	1,128,632	.34[4]	2,443,448
	1961—39 wks. to July 28	20,867,953	——	1,565,978	.63[4]	2,002,495
Transitron Electronics	1962—year to June 30	28,831,539	(1,543,755)	(763,755)[5]	—	7,503,369
	1961—year to June 30	37,059,866	(2,930,146)	(1,451,792)[6]	—	7,502,500

Notes: [1] Record. [2] Includes $4,041,921 from RKO General. [3] Includes $3,744,152 from RKO General. [4] After preferred dividends. [5] After $780,000 tax credit & $265,000 special credit. [6] After $1,478,354 tax credit. [7] After $3.5-million tax credit. [8] Not available because of acquisitions.

Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
Avco	Q	$0.17½	Nov. 20	Oct. 26
G-L Electronics	Stk.	2%	Dec. 12	Nov. 21
National Co.	Stk.	2%	Dec. 21	Dec. 7
National Union Electric	New	.05	Oct. 30	Oct. 15
A. C. Nielsen	Q	.15	Nov. 1	Oct. 12
Outlet Co.	Q	.25	Nov. 1	Oct. 19
Howard W. Sams	Q	.15	Oct. 25	Oct. 10
Universal Controls	Q	.05	Oct. 31	Oct. 15

Ainslee Corp., South Braintree, Mass. designer & manufacturer of microwave antennas & other electronic products, was listed for trading Oct. 2 on National Stock Exchange. Ainslee had 1961 sales volume of about $1.4 million.

G-L Electronics, Westville, N.J. maker of magnetic components, has declared an initial dividend—2% in stock, payable Dec. 12 to holders of record Nov. 21. G-L said it plans to pay annual stock dividend.

Fairchild Camera & Instrument has slated special stockholders meeting Nov. 9 "to extend & amend" company's incentive stock option plan.

National Union Electric has declared its first dividend in its 33-year history—5¢, payable Oct. 30 to holders of record Oct. 15.

Collins Radio has registered with SEC 557,515 common shares to be offered to stockholders on basis of one new share for each 4 held.

Whirlpool has offered to buy one million of its outstanding 6,270,000 shares from stockholders at $28 a share. Move opens way for RCA to sell bulk of its 1,158,563 shares. RCA recently dropped plans to put one million shares up for public sale because of depressed market conditions (Vol. 2:38 p12). Whirlpool offer expires Oct. 15, and Chmn. Elisha Gray said company's purchase of RCA's holdings would not affect relationship between 2 companies, including use of RCA-Whirlpool brand on Whirlpool products.

Electronic Wholesalers initial common stock offering 100,000 shares at $12.50 each was oversubscribed. The Washington, D.C. firm distributes TV, hi-fi & other electronic components, will use proceeds to reduce short-term loans. Underwriters were headed by Bear, Stearns & Co.

Radio Condenser, acquired by Thompson Ramo Wooldridge early last year (Vol. 17:19 p20) and operated as a subsidiary, merged with parent company Sept. 29, became an operating division.

NEW AM-FM RADIO DIRECTORY

EXTRA COPIES of our updated 1962 AM-FM Radio Station Directory are now available. Full TV-AM-FM service subscribers have received the directory as part of their service. The directory lists all North American AM & FM stations by state & frequency (with company names, addresses, frequencies, powers, DAs, FM antenna heights, network affiliations, stereo operation), plus all AM & FM applications by state & frequency, AM & FM stations by call letters, FCC's officially approved AM & FM transmitters. Copies are $7.50, $5 each for 5 or more.

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WEEKLY
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The authoritative service for executives in all branches of the television arts & industries

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STATION HIT ON PROGRAM-PLAN 'GOOD FAITH,' FCC giving KEYC-TV Mankato, Minn. one-year license, questioning whether local-live schedule can be maintained with reduced staff (p. 2).

THEATER-TV 'IMAGE' battered by poor reports of closed-circuit pictures of Liston-Patterson fight; 2 leading producers point to excellent performance of medium under proper operation (p. 2).

'WITNESS RULE' BLOCKS ESTES TRIAL COVERAGE, judge citing Tex. prohibition against witnesses hearing each other. State judges refuse to endorse Canon 35 (p. 3).

HIGH COURT UPHOLDS FCC on pay TV & 'needs survey,' letting Court of Appeals decisions stand (p. 3).

NEXT IN SATELLITE TV PARADE—'Ranger' and 'Relay.' Hughes high-altitude "Syncom" on tap for 1963 debut (p. 4).

Consumer Electronics

ALL-TIME LOW in factory b&w TV prices marked first-half 1962, as portable & table models accounted for 63.5% of sales. Phono prices rose sharply; radio virtually unchanged (p. 7).

STUDEBAKER MOVES INTO APPLIANCES: moves to acquire for upwards of $40 million private-label giant Franklin Mfg., Minneapolis maker of refrigerators, washers, dryers, other products. Auto maker tells us it has no plans to move into TV (p. 7).

RENEWAL MARKET in picture tubes is mystery, with estimates varying from 3.7 to 8 million yearly; some 300 'rebuilders' turn out TV tubes of widely varying quality. Twin-panel tubes being rebuilt for first time (p. 8).

TV KIT COMEBACK gathers momentum as Heath Co. introduces 23-in. build-it-yourself TV in response to 'popular demand' (p. 9).

2-COLOR SETS provide better picture than b&w for a small additional cost, according to inventor, but production in U.S. is unlikely (p. 10).

TV UP, RADIO DOWN in EIA distributor-to-dealer sales report for August. Sales of both are nearly 10% ahead of 1961 for first 8 months (p. 11).

RCA SETS RECORD PACE: posts new sales & profit highs for 9 months & record sales in 3rd quarter. GE's 9-month & 3-quarter record sales (p. 12).

ABC'S 'NATURALISTIC' VIEW OF COLOR: "The only color in color TV is what's in front of the lens." This is ABC-TV's color philosophy in a nutshell, as expounded by engineering vp Frank Marx.

ABC-TV is 2nd network to institute regular schedule of color programs—its color activity so far is confined to films—and response of color viewers to quality of its reproduction has been excellent. We asked Marx to give us ABC's views on color technique.

"We've been working with color a long time," he told us, "even though we've just started broadcasting in color. One of the important things in color broadcasting is to get the fear of complexity out of your mind. Color is a visual phenomenon, not an electronic one. The electronic version of the color picture is merely three black-&-white pictures.

"We look at color that way, and it makes no difference whether the subject is live or on film. All color work is done before shooting. Once shooting has started, we make no adjustments to the picture. When you start adjusting color electronically, you lose your point of reference, your standard. For this reason, all

of our color corrections are made before the shooting. This is one reason for our manual, "Recommended Practices for Color TV Slides & Films," which had the backing of several color film labs and was well-received. We've also developed a new lab technique which optically improves color prints of feature films. If you fiddle with the controls after the show starts, you're lost."

ABC has had "large amount" of favorable viewer reaction to its color, Marx told us, but presently has no plans to expand into live color production. The 48 affiliates carrying ABC's color reported no problems, he added—"because they were well prepared."

STATION HIT ON PROGRAM-PLAN 'GOOD FAITH': Rough & unusual action on "program promises" was meted out by FCC last week to KEYC-TV Mankato, Minn. Commission gave station one-year license because it questioned whether program plans were submitted "in good faith."

Station had applied last May 1 for authority to become satellite of KGLO-TV Mason City, Ia., cutting back staff and changing main studio to Mason City. FCC said station then reduced local programming, cut staff—provoking complaints from viewers (Commission staffer says 7,000 letters were received). At FCC, much stress is placed on these public complaints.

FCC questioned station about staff & programming; KEYC-TV reported it had reduced staff from 35 to 16, local live programming from 19½ hours weekly to about 13½ hours for 2 weeks. In July, station amended program plans to drop satellite proposal, go back to heavier live schedule—but with 17 employees instead of 35. Said FCC last week:

"The Commission believes that your actions in reducing local live programming and staff substantially, without prior notification to the Commission, and during a period when requests were pending before the Commission for authority to operate as a satellite of [KGLO-TV], fall far short of the degree of responsibility which the Commission has a right to expect of its licensees, and also raise a question as to whether your proposals for local live programming now before the Commission have been made in good faith." Commission concluded that it would give station a year, to test "bona fides" of its plans. Comrs. Hyde & Craven concurred in sending letter—but would have given 3-year renewals.

In another crackdown last week, FCC ordered $1,000 fine against WRVB-FM Madison, Wis., for unauthorized assignment of license. NAB, meanwhile, jumped into defense of the Minneapolis TV stations which FCC seeks to fine $500 each—for carrying spot without identifying sponsor (Vol. 2:37 p2). NAB noted that discrepancy was due to pressure of deadline, certainly wasn't "willful or repeated"—therefore should be excused, in line with Congressional intent when forfeiture provisions of Communications Act were adopted.

THEATER TV FEARS BATTERED 'IMAGE': Professional boxing wasn't the only industry which emerged from Liston-Patterson fight with blackened eye. Closed-circuit TV producers are currently assaying the pasting their medium took—from those who viewed bout on theater screens and from newspaper sports pages—and they're setting out to try to repair damage.

Theater-TV version of heavyweight bout hardly received rave notices from those attending—despite what was probably highest average admission charge in history for nationwide closed-circuit event. Reports from many of the 200-plus theaters carrying event described picture as fuzzy & dark—and, of course, in some locations there was no picture at all. *N.Y. Daily News* summed up its reaction to televised fight: "It gave the theaters back to Rock Hudson & Mickey Mouse."

What worries leading closed-circuit producers is that fight was witnessed, or accounts of fight read, by many of nation's business "influentials," who may have gotten extremely bad impression of closed-circuit TV. Since closed-circuit large-screen TV's biggest market today is in business meetings & sales conventions, these producers fear adverse reaction will cause slackening in upward course of business use of CCTV.

Closed-circuit TV of fight was handled by Graff, Reiner & Smith—a firm which was formed after promoter Championship Sports decided not to handle closed-circuitcasts itself, as originally planned. Poor pictures and outages have been attributed to: Use of obsolete projection equipment in some locations; "overdriving" projectors intended for smaller screens by using them in theaters & arenas; failure to have spare-parts protection in case of failures; "compromise" lighting at ring.

"This has been bad for the industry," said Pres. Nathan L. Halpern of Theatre Network TV (TNT). He pointed out that TNT is having record year in business meetings. "Closed-circuit TV is undergoing the first technical revolution in the 14 years of its existence as a business," he said, referring to TNT's addition of 30-40 super-bright large-screen Eidophor units to its network (Vol. 1:14 p3), and its recent introduction of new Philips theater-sized color projectors (Vol. 2:31 p2).

Fight viewers at most locations can have no idea of excellence of today's theater-TV equipment properly used, Halpern said, pointing out that many large companies have used closed-circuit year after year, and other firms have been signing up for their first use of medium when they see quality of picture obtainable with new projectors.

"This reflects on our medium and we're pretty unhappy about it." That was comment on fight TV from spokesman for TelePrompTer, another large closed-circuit producer. Though not directly involved in Liston-Patterson fight deal, TelePrompTer did lease some equipment to Graff, Reiner & Smith—but remainder of equipment was scraped up from other sources. TelePrompTer attributed poor reports of fight TV to lack of experience by producers, lack of engineering capability, failure to have spare parts on hand, lighting problems in ring. Even so, TelePrompTer noted that there were reports of good pictures in areas where its equipment was used.

Graff, Reiner & Smith, which handled fight TV, has since changed name to Smith-Reiner Productions, and holds closed-circuit rights to upcoming Clay-Moore flght. Efforts to locate the new firm, or anyone connected with it, were unavailing last week.

'WITNESS RULE' BLOCKS ESTES TRIAL COVERAGE: Freedom-of-access "breakthrough" for TV-radio in Billie Sol Estes trial (Vol. 2:40 p1) was short-lived—plugged up by a legal stopper which couldn't be pulled. The foundering point: Texas rules prohibit witnesses from hearing each others' testimony. Hence, live cameras will be permitted for preliminary proceedings when trial resumes in Tyler, Tex. Oct. 22, but only film cameras, without sound, will be allowed for questioning of jurors and witnesses' testimony. This, of course, cuts heart out of the coverage. Live TV coverage will be permitted near end of trial, when attorneys make summations.

Presiding Judge Dunagan made clear, however, that the "witness rule" is only thing that prevents him from continuing his open-door policy, that it would be "the rankest kind of discrimination" to bar TV-radio otherwise.

Broadcasters achieved something of a victory, now hollow, when Tex. judges meeting in Austin declined to invoke Canon 35—which flatly prohibits coverage of court proceedings.

Coverage will be pooled when trial resumes, judge allowing one film camera for each network plus KLTV Tyler. AP, UPI & local paper are allowed one camera each. KLTV Mgr. Marshall Pengra heads TV-radio pool; he and Mike Shapiro, gen. mgr. of WFAA-TV Dallas, have done lion's share of work in case.

HIGH COURT UPHOLDS FCC ON PAY TV & 'NEEDS SURVEY': FCC authority in 2 areas—to allow pay-TV tests and to require that station applicants survey programming needs of their communities—was upheld by U.S. Supreme Court last week. Court simply declined to review the cases, letting stand Court of Appeals rulings supporting Commission.

Supreme Court action was anticipated generally. Very few lawyers thought Court would get into toll-TV case, but some thought it might be concerned with "censorship" angle of needs-survey matter.

Though some quarters are interpreting Court ruling in latter case as resounding support for stronger FCC hand in programming matters, preponderant view is that it doesn't mean great deal. Appeal concerned FM application of Suburban Bcstrs. for Elizabeth, N.J. Noting that applicant had specified same program schedule as it did in Berwyn, Ill. & Alameda, Cal. applications, Commission rejected the bid on grounds that nothing had been done to determine programming needs of Elizabeth.

Upholding Commission, Court of Appeals said FCC action didn't impinge on freedom of speech:

"It may be that a licensee must have freedom to broadcast light opera even if the community likes rock & roll music, although that question is not uncomplicated. Even more complicated is the question wheth-

er he may feed a diet of rock & roll music to a community which hungers for opera. These are questions, however, that we need not here decide. As we see it, the question presented . . . is simply whether the Commission may require that an applicant demonstrate an earnest interest in serving a local community by evidencing a familiarity with its particular needs and an effort to meet them." Court also harked back to Supreme Court 1943 NBC decision which said that FCC "may impose reasonable restrictions upon the grant of licenses to assure programming designed to meet the needs of the local community."

NEXT IN SATELLITE TV PARADE: With AT&T's Telstar such a brilliant success, industry & nation look toward next satellite communications efforts—particularly in TV, most dramatic of signals carried.

This week, NASA plans to launch Ranger 5 toward moon, carrying b&w cameras. Shot will attempt to do what unsuccessful Rangers 3 & 4, launched earlier this year, failed to do because of malfunctions.

NASA will orbit RCA's entry "Relay" before year's end. Like Telstar, it's a low-altitude bird (500-3,000 miles). But it's more complex—more "sophisticated," as spacemen put it—emitting 10 watts vs. Telstar's 2.75. It's designed for North-South American relays as well as U.S.-European, will have somewhat longer transmission time per pass—26-28 minutes vs. Telstar's approximately 20.

Early next year, Cal. Tech's Jet Propulsion Labs & RCA are due to fire Ranger 6, a "kamikaze" moon vehicle carrying 6 TV cameras, including one in color. It's intended to crash on moon, transmitting pictures for 10 minutes before impact.

Hughes Aircraft's "Syncom" is bird of different plumage. Due next year, it's meant to orbit at 22,300 miles, remaining stationary relative to point on earth. Syncom I will be phone-only. Although equipped to handle marginal (4-mc) TV signal, Hughes spokesman explained initial launching will be mainly to test positioning. Three Syncoms could cover all of inhabited world, compared with 30-40 low-altitude jobs needed for similar coverage. Another expected advantage is that it would be above most destructive radiation belts, thus have longer life. Disadvantages include greater weight & complexity, and need for mechanism to maintain position.

• • • •

Senate put off until next session action on the 13 nominees for new Communications Satellite Corp. (Vol. 2:41 p2). Sen. Commerce Committee spokesmen said President Kennedy is certain to give incorporating group recess appointments until new Senate confirms them. One of the incorporators, Washington attorney Leonard H. Marks, said last week that new space firm, rapidly becoming known as "Comsat Inc.," probably will issue first stock next year, eventually will need between $200 and $500 million.

Old Reliable Telstar, meanwhile, flashed opening minutes of historic Ecumenical Council in Rome to millions of U.S. homes. CBS's Ralph Paskman, pool coordinator, said transmission, compared with other Telstar broadcasts, was "best quality we've ever seen."

CURRENT CAPSULES

Progress on editorializing was outlined to FCC members Minow, Bartley & Ford last week by 3 members of NAB editorializing committee: Daniel Kops, WAVZ New Haven; Frank Abbott, WWGP Sanford, N.C. & Frederick Houwink, WMAL Washington. Commissioners expressed hope industry will provide set of voluntary "fairness" guidelines. Recently, FCC adopted new policy of rendering opinion on "fairness" questions as they arise; previous practice was to consider allegations of editorial unfairness when station renewal came up. Plan now is to work up body of Commission actions in a primer similar to one issued for political broadcasting—including questions-&-answers format.

———■———

Staunch opponent of govt. influence on programming, FCC Comr. Rosel Hyde, in speech prepared for Oct. 13 delivery before Utah Bcstrs. Assn. meeting in Ogden, concludes with: "Seek not what your government can do for you in terms of setting guidelines and prescribing program elements, but rather seek what you can do for your government and do for your country in terms of providing unsubservient communication of the truth."

Slashing attack on Kenneth Cox, FCC Broadcast Bureau chief, characterizes brief by National Community TV Assn. supporting plea to participate in "Carter Mountain" case in Court of Appeals. NCTA asserts that FCC policy of granting microwaves to feed CATV systems was reversed because of Cox's influence. "Certainly," it said, "the people who invest heavily in microwave equipment or CATV systems to serve the public have a right to expect that the Commission as an agency of the government will not vacillate with the variable winds of changing staff or Commission membership in such important policy matters. . . . This is still a government of laws and not of men." Brief notes that Cox favored close CATV regulation when he was a "young lawyer" on staff of Senate Commerce Committee.

Personals

Lawrence White, former CBS-TV daytime programs vp, named Goodson-Todman Productions program administration dir., N.Y. . . . **Don Joannes**, ex-ABC Films western div., appointed 20th Century-Fox TV western div. mgr., succeeding **William L. Clark**, who becomes eastern div. mgr.

Marion Stephenson promoted to NBC Radio administration vp, first woman vp in network's history . . . **Howard D. Sturm**, retired Navy PR officer, named KRCA Los Angeles public affairs mgr.

Lew Grade promoted to managing dir., Associated TV Ltd., London, succeeding **Val Parnell**, who continues as board member & consultant . . . **Ralph Foster**, former newspaperman & independent film producer, named CTV TV PR & advertising dir, Toronto.

Paul Levitt promoted to CBS-TV Hollywood dir. of daytime programs.

Howard G. Gardner promoted to NBC Radio sales administration & development dir., **Robert C. Hitchens** to sales planning dir., **Joseph Kelly** to sales development mgr., **Jack Bernstein** to sales presentations mgr., **Herbert Brotz** to business affairs mgr.

Dr. Frank G. Back, Zoomar Inc. pres., and "father" of zoom lens, receives 1962 Society of Motion Picture & TV Engineers Progress Award, given for technical contributions to the progress of engineering phases of the motion picture-TV industries.

Bruce G. Sundlun, Washington attorney named to new Satellite Communications Corp. incorporating group (Vol. 2:41 p2), is also indentified with TV-radio—as secy. & gen. counsel of WJAR-TV & WJAR Providence, R.I., and secy. & dir. of Salt City Bcstg. Corp., one of applicants for new WNYS-TV Syracuse.

Ted Cott, National Academy of TV Arts & Sciences exec. vp, appointed chmn. of Academy's new international relations committee . . . **William Karnes**, ex-Americantenna Corp. vp, appointed mgr., Telesystem Services Corp.'s new Dallas regional technical office.

Harry H. Averill, ex-Bartell Bcstg. national sales dir., joins RAB as executive in national & retail sales and member development.

Vance L. Eckersley, WTEV New Bedford, Mass. consultant, appointed gen. mgr. . . . **Les Keiter**, ex-radio WINS N.Y. sports dir., named to similar post with WFIL-TV-AM-FM Philadelphia.

Bud Foster appointed KGO-TV San Francisco sports editor . . . **Jerry Birge**, ex-radio WJPS Evansville, news dir., appointed sports dir., WTVW there.

Franklin C. Wheeler promoted to Katz Agency San Francisco mgr., succeeding Stanley J. Reulman, who died Sept. 28 . . . **William O. Tulloch** promoted to WTMJ-TV Milwaukee regional sales dir.

Tony Arnone, former KHJ-TV Los Angeles PR dir., rejoins station as PR & exploitation dir . . . **Pat Visik**, promoted to KUTV Salt Lake City sales promotion, development & research mgr., a new post.

Fred M. Wood, radio WMVB Millville, N.J., elected N.J. Bcstrs. Assn. pres. . . . **Hugh DeSamper**, Colonial Williamsburg Inc. radio-TV mgr., appointed Va. Assn. of Bcstrs. exec. secy.

Members of new NAB Research Committee named last week by Pres. Collins: Donald H. McGannon, Westinghouse Bcstg., chmn.; William Schroeder, WOOD Grand Rapids; Nathan Lord, WAVE Louisville; Charles H. Crutchfield, WBTV Charlotte; William Grant, KOA-TV Denver; Thomas K. Fisher, CBS; David C. Adams, NBC; Simon B. Siegel, ABC; Robert F. Hurleigh, MBS.

Obituary

Henry J. Zittau, 70, United Artists senior vp & treas., died Oct. 5 at home in N.Y. He was born in Prague, was one of Europe's youngest bank vps before coming to U.S. in 1941. His widow and a son survive.

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Newspaper mogul **Samuel I. Newhouse** confirmed that he wants to buy World Publishing Co., publisher of *Omaha World-Herald*, owner of KETV Omaha and other properties. Reported offer is $40 million. World officials had no comment except that property "has not been sold." A major shareholder, Mrs. Gilbert M. Hitchcock of Washington, said she wouldn't sell.

Radio KRIZ Phoenix has been sold by Radio Denver Inc. for $500,000 to Shamrock Bcstrs. Inc. Radio Denver is owned by ex-Sen. Burton K. Wheeler (D-Mont.) and 2 sons, also operates radio KTLN Denver. Shamrock is headed by Frank Flynn, ex-radio KYOS Merced, Cal. gen. mgr. Hamilton-Landis was broker.

First 2 of NAB's fall conferences take place this week —1½ days each, starting Oct. 15 in Atlanta's Dinkler-Plaza, Oct. 18 in New York's Biltmore. Top NAB officers, staff members and major panels will cover research, editorializing, govt. & public relations, labor-management problems, Codes, access to public proceedings, defense role, music licensing negotiations, uhf, etc.

New automatic logging system approved by FCC (Vol. 2:41 p5) will be put into operation immediately by 10 Triangle stations—5 TV & 5 radio. Equipment will be "Documentor" made by ITA, Triangle subsidiary.

Equal-time primer outlining broadcasters' and candidates' obligations & rights under Sec. 315 has been issued by FCC. Entitled "Use of Broadcast Facilities by Candidates for Public Office," document is 28 pages, in question-&-answer form, intended to reduce individual inquiries to Commission. In Senate last week, Freedom-of-Communications ("Watchdog") subcommittee Chmn. Yarborough (D-Tex.) warned that his group also will have eye on broadcasters during campaigns. He said subcommittee will send questionnaire to TV-radio stations after elections for summary of their records in presenting candidates. Group will be available during races for consultation & advice to candidates with complaints of discrimination or unfair treatment, he said.

Construction of WTEV (Ch. 6) Providence (at Tiverton, R.I.) may continue, U.S. Court of Appeals ruled last week, denying request for stay sought by Rhode Island TV Corp. Latter was Ch. 6 applicant for Providence, is fighting FCC's approval of WTEV move from New Bedford. Though Judges Bazelon, Edgerton & Fahy said there seem to be "serious questions" involved, they didn't think Rhode Island TV would suffer "irreparable injury" if WTEV builds. They noted that WTEV said it's willing to build regardless of ultimate court decision and they ordered FCC to ignore money spent in construction, in any further proceeding.

A quickie slipped through Congress, to chagrin of broadcasters and FCC. Bill designed to prohibit dissemination of indecent material in District of Columbia (HR-4670) passed both House & Senate with no mention of TV-radio. However, after House-Senate conferees finished settling differences between respective bills, word "televises" appeared in final measure voted. Move is on now to get pocket veto—which is probable. Measure would allow police to seize any equipment used to disseminate purportedly obscene material. Federal law already prohibits broadcast of such matter.

FCC donated antenna of WUHF N.Y. to city, which begins operating station as WNYC-TV Nov. 1. In letter to Mayor Wagner, FCC said antenna has been declared "unusable surplus" by govt. and cost of removal would exceed its salvage value as scrap—and wished N.Y. "long & successful operation."

First final decision by FCC's new Review Board granted new daytime AM in Roswell, N.M. to Neil N. Levitt, affirming examiner's initial decision. Issues in case were Nevitt's financial qualifications and the need for new station vs. loss of service from interference it would create.

FCC allocations actions: (1) Denied shifting WTTV's Ch. 4 from Bloomington to Indianapolis, also denied reserving it or another vhf for ETV in Indianapolis (Minow & Lee dissenting). (2) Shifted KLRJ-TV's Ch. 2 from Henderson to Las Vegas. (3) Proposed reserving Ch. 12 for ETV in Moscow, Ida., making Ch. 15 commercial.

"Radio Free Dixie," English-language anti-American propaganda program, has begun broadcasting from Havana. Show is directed toward U.S. Southern Negroes, attacks Southern "racists." Principal announcer is believed to be an American defector.

FCC denied 28 petitions to reconsider its May 10 order imposing partial freeze on new AM applications or major changes in existing AM stations until rules are reexamined. Comr. Hyde dissented.

European broadcasters assembling in N.Y. next week for first meeting of EBU ever held outside of Europe will be confronted with rugged schedule including visits to Washington & Andover, Me. Telstar ground station, in addition to prepared agenda. Priority topics at special meeting will be use of space satellites, program exchange, video tape, TV news & coverage of important events, children's programs. There will be separate meeting for program, legal & engineering groups. Meetings begin Oct. 22, with address by FCC Chmn. Minow. Group will travel to Washington Oct. 24, attending luncheon as guests of USIA dir. Edward R. Murrow, with principal address by NASA chief James Webb. Attending the luncheon will be senators, congressmen, ambassadors, FCC members, NAB pres. LeRoy Collins, other notables. Delegates will fly to Andover Oct. 27. In N.Y., they'll attend luncheons hosted by the 3 networks.

Dick Clark vs. Dick Clark programming will occur in several major markets after Dec. 1. Network deejay Clark has packaged a 2-hrs.-daily syndicated radio show which is being sold by Mars Bcstg. Inc. of Stamford, Conn. Mars sales pitch urges purchasing radio stations to program the taped Clark series in a 4-6 p.m. slot, a peak afternoon listening period. Those who do will find it up against 4-4:30 p.m. "American Bandstand" Dick Clark show on some 150 ABC-TV stations. Clark's ABC show was originally a 90-min. daily package in late 1950's, was trimmed to 60-min., and this season to 30-min. show. Will Clark show on radio, "localized" with aid of special taped features, newscast intros, call letters of purchaser, etc., steal audience from Clark show on TV? Is move designed to needle ABC for cutbacks in TV Clark series? Last week, ABC declined comment in N.Y. So did Clark.

NBC-TV paid an undisclosed amount for rights to photograph digging of secret tunnel under Berlin wall, producer Reuven Frank said last week. But he made it clear that tunnel would have been dug even without payment, that tunnel project was well under way before network discovered it. NBC's documentary, filmed during digging of tunnel and while refugees were using it to escape from East Berlin, will be televised 7:30-9 p.m. Oct. 31. Asked about reports CBS-TV was also preparing tunnel documentary, CBS News Pres. Richard S. Salant said such a show was "in preparation" last summer, but "after receiving from the State Depart. certain intelligence information on the U.S. national interest aspect of the Berlin wall tunneling operation, CBS News stopped preparation of its report and has not resumed it."

New summer TV records were set this year in TV advertising and home viewing, TvB reported late last week. The box score: Network TV gross time billings in June-August were $192,357,400—a gain of nearly $25 million over same period a year ago. Spot TV billings this summer were at "new highs." Average TV home spent 4 hrs., 20 mins. daily watching TV, a gain of 3 mins. per day over summer of 1961. Network CPM figure for "all programs" was 35.9% less this summer than in 1958.

NET's 66 ETV affiliates meet at Park Sheraton, N.Y. for 3 days starting Oct. 17, to discuss federal & Ford grants, all-channel law, ETV programming, etc.

AP elected record 136 TV-radio stations to membership recently, bringing total to 2,371.

New Trinidad & Tobago TV, starting in Nov. at Port of Spain, names Intercontinental Services Ltd., U.S. rep.

Consumer Electronics . . . .

MANUFACTURING DISTRIBUTION. FINANCE

PRICES: B&W RECORD LOW, PHONO RECORD HIGH: Average factory price of black-&-white TV set dropped to record low during first half of this year, while phono prices hit what probably is a record high. Radio prices stayed about same.

First-half figures show 63.5% of all TV distributor-to-dealer sales were in portable-&-table-model category—up from 59.7% in first-half 1961—so TV's average price drop of about 6% isn't surprising.

Based on EIA figures for first-half 1962 & first-half 1961 (excluding manufacturer excise tax in both instances), average factory price of black-&-white TV dropped to $125.76 this year, from $134.15. If color TV were included, we estimate average factory price for first half of this year would have been around $145. Average b&w price for full year 1961 was about $135 (Vol. 2:18 p7). If color TV were included, we estimate average factory price for first half of this year would have been between $145 & $150.

Phono factory sales price went to $88.10 during first-half 1962 from $85.73 in same 1961 period (average factory price for all of 1961 was $83.88). Increasing proportion of phonos sold with FM & FM-stereo tuners probably accounts for much of the increase.

Average radio price was slightly lower this year than last—$17.22 vs. $17.71 (compared with $18.05 for all of 1961). Despite lower prices for 6-transistor sets this year, average price dipped very little—presumably due to rise in sale of FM sets and deluxe 7-and-more-transistor sets.

First-half factory sales dollar volume was up in all 3 categories: TV, $397,029,000 vs. $361,000,000 year earlier; radio, $95,847,000 vs. $84,696,000; phono, $138,045,000 vs. $128,338,000.

In TV, portables & table models represented biggest proportion of business since 1956—and, at other end of ladder, combinations were at all-time high. Here is TV mix, at distributor sales level, for first-half 1962 compared with first-half 1961:

	Table & Portable	Console	TV-Phono Comb.
1961	59.7%	36.8%	3.4%
1962	63.5%	32.7%	3.8%

STUDEBAKER MOVES INTO APPLIANCES: Automotive industry cut another wedge of appliance pie with Studebaker's move last week to acquire for upwards of $40 million ($29 million cash, 1,333,333 common shares) private-label giant Franklin Mfg. Co. Minneapolis-based Franklin operates 7 plants in U.S. & Canada, produces broad line of home appliances—from refrigerators, freezers, washers & dryers to upcoming portable dishwasher—netted pre-tax earnings of $7.2 million on some $70-million sales in 1962 fiscal year ended March 31.

Auto maker also moves into electronics field for first time via acquisition, which is subject to approval of stockholders at special Nov. 16 meeting. Franklin's "R&D people have moved steadily into electronics work," Studebaker noted, and "engineering & development phases have been completed on an improved microwave power pack now being used in industrial food preparation." Franklin also makes transformers, battery chargers & electrical testing equipment.

"We have no plans to get into TV, radio or other home electronics lines," Studebaker told us, "but this is not to say that we won't. We have a very active acquisition program and we're looking at all kinds of companies. If the profit picture is right, we won't bar any field—and that includes home electronics & TV."

Company doesn't plan "at this time" to introduce Studebaker-branded line of appliances, or to promote Studebaker-Franklin link. It will continue present private-label policies & practices of Franklin, which would become an operating division. Among its volume customers: Montgomery Ward, Western Auto Supply, Gamble-Skogmo. Jasper C. Hammond would continue as pres. of new Franklin div.; Robert H. Quayle, who joined Franklin Oct. 1 from Borg-Warner's Norge div., remains as exec. vp.

Studebaker's move puts "Big 5" of auto industry in appliance field. General Motors has Frigidaire line; Ford, Philco; American Motors, Kelvinator. Chrysler doesn't market line of major appliances, but is in field with its Air-Temp air conditioners.

DIMENSIONS OF RENEWAL TUBE MARKET: How many replacement picture tubes are sold yearly? Is this market drying up, as EIA appears to believe, totaling only little over 3.7 million tubes last year (as opposed to 6 million tubes for new sets)—or does actual figure lie somewhere between 5 & 8 million, as many in tube industry assert?

EIA recently revised downward its estimates of renewal tube sales on basis of special Dun & Bradstreet survey. EIA's statistics (as reported in its new Electronic Industries Yearbook) show 1961 renewal tube sales of 2,112,000 by large firms which report sales to EIA, and an estimated 1.6 to 1.8 million additional sales by non-reporting manufacturers.

There's no question that renewal sales by manufacturers reporting to EIA have declined in last few years—dipping from peak of 2,779,100 in 1957. But if you accept EIA's figures, they show another surprising trend. In 1959, about 8.5% of TV set owners replaced their picture tubes; in 1960, only 7.5% replaced tubes, and last year percentage dropped to 5%. In essence, figures indicate replacement tube sales declined by 25% from 1957 to 1961, while total number of TV sets-in-use were increasing by more than 20%. This is generally attributed to improved life of picture tubes and lower price of sets (which induces some people to replace entire set rather than tube).

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While replacement tube market may be shrinking, many in tube industry say it's much larger than EIA says it is—perhaps double EIA's estimated 3.7 million. It's almost impossible to keep track of picture-tube industry because of large number of independent rebuilders, and, indeed, there isn't agreement on definition of "renewal tube."

At least 80% (more probably over 90%) of replacement tubes are "rebuilt" in one way or another (although big tube makers resent use of this word). Some—including those made by the 7 manufacturers who also make original equipment tubes—are of the "new-tube-used-glass" category. In this type of tube everything is brand new except the bottle. Other rebuilders merely replace electron gun, re-evacuate tube & put it on market. Then there are tubes which are "rejuvenated"—shorts are blown out with high-speed electron gun, without even opening tube. Nobody knows real extent of this practice. Tubes retreaded this way might not be technically considered "replacement" or "rebuilt" tubes, but "repaired" tubes. Nevertheless, since many are sold as replacement tubes, they must be counted in this category. Excise tax payments might be good method of making tube census—except that many small rebuilders are understood to be under investigation now for possible evasion, and anyway, "rejuvenated" (unopened) tubes aren't subject to excise.

One high tube industry authority estimates that about 65% of renewal tubes are sold by "independent rebuilders," 35% by tube makers who also supply OEM market. There are believed to be about 300 independent tube rebuilders in market at any given time—and mortality rates are high. Majority of these are small "garage" operators, producing less than 200 tubes per week. However, big rebuilders are highly reputable & reliable firms turning out quality products.

Of the approximately 300 independent rebuilders, about 100 are believed to do 75% of the business. Only 5 or 6 are considered "majors"—2,500 tubes per week or more. The remaining 94 or 95 make perhaps 800-1,000 weekly.

By far the biggest is Channel Master, long-time leading antenna manufacturer & radio importer, which also has best distribution for its picture tubes. Channel Master's ultra-modern Empire Tube Div., Port Jervis, N.Y., is believed to turn out some 5,000 tubes weekly, does complete new-tube-used-glass job. Among

other important rebuilders are American Standard TV Tube Co., Jamaica, N.Y.; Superior Tube & Electronics, Philadelphia; Calvideo, Compton, Cal.; Polaris Engineering, Chicago; Standard TV Tube, Jacksonville, Fla.; Theta Electronics, Greensburg, Pa.; Saturn Electronics, Tacoma, Wash.; Continental Electronics.

Replacement tube manufacturers, both independent & major, obtain glass by means of "dud" allowance on bad tubes, of course. There's no limit on number of times glass can be re-used, so long as it isn't damaged. Some rebuilders estimate average glass TV tube bulb is used 4 times.

Until recently, it was believed Corning-type twin-panel (bonded) bulb couldn't economically be re-used. However, equipment & instructions are now available for re-use of this type of glass, including cap. Problem in salvaging bonded bulb & cap is in removing laminated cap from bulb itself. New equipment & techniques are said to involve painstaking and slow process, but glass can be re-used economically. In addition to traditional "rebuilders," several OEM picture-tube manufacturers now have this equipment (or have developed their own processes) for re-using good glass from rejected tubes. Since bonded tube is relatively new, market for replacements is still small.

Dud allowance is being offered for Corning-type bonded tubes for first time—by Channel Master, which is beginning to offer bonded tubes on replacement market.

Renewal picture tube market may well be shrinking—as many major tube makers agree (Vol. 2:26 p12)—but there seems to be no agreement on its actual size. In addition to EIA's estimate of 2.7-3.9 million a year, we've heard figures of 5 million, 6 million, 7 million & 8 million. There's no question it's a big business —shared by many small businesses.

TV KIT COMEBACK GATHERS MOMENTUM: Nation's biggest build-it-yourself electronic kit manufacturer—Daystrom subsidiary Heath Co.—is moving into TV, thus confirming TV kit comeback which we first noted last April (Vol. 2:17 p8).

For TV industry, this is no earth-shaking trend—but it is interesting illustration of how far kit-building fever is spreading. Back in 1949, kits were said to account for 7% of all TV sets sold (which would place them at about 184,000 units that year). Then there was rather steady decline, and only one TV kit manufacturer remained in the business from then to present day. That's Transvision Inc., Yonkers, N.Y.

Transvision was joined early this year by Conar Instruments, div. of National Radio Institutes, Washington, with 19-in. table TV kit at $135. Transvision, meantime, was offering 23- & 27-in. kits at $199-$228, recently added color-TV kit at $439 (Vol. 2:36 p10).

Heath's entry into TV kit business was "by popular demand." At recent N.Y. Hi-Fi Show, where it was displayed for first time, company spokesman told us that TV kit was No. 1 request in survey of company's customers for potential new products.

TV Heathkit will go on sale in mid-November, with price of $169.95 (chassis only). It includes 23-in. bonded tube, nuvistor tuner, 17-tube circuit. Attractive walnut console cabinet is $89.95 extra, wall-mount accessories $25.95, uhf tuner $27.95.

Sherman Fairchild, Fairchild Camera & Instrument exec. committee chmn., profiled in Oct. 7 *N.Y. Herald Tribune*, remarked: "I do things that I think are interesting & useful. The fact that other people find them useful is just the way things turned out. . . . It's no fun for me just to make money."

Sylvania's TV sales are up, Home & Commercial Electronics Senior vp George C. Connor told us last week in postscript to our business roundup (Vol. 2:41 p7). He said company's 1962 unit sales are expected to be 25-35% ahead of 1961. "Business has been very good, and our outlook for the 4th-quarter is excellent," he added.

New Packard Bell color line has 3 basic models in 8 styles, starting with table model (legs optional) at $695, with consoles at $795 & $950 (tambour doors). All have hardwood cabinets and are easily convertible to 2 types of remote control. Featured this year are automatic chroma control, automatic brightness control, synchronized color cut-off & color convergence control. Company says its color sales jumped 500% this year and plant has been expanded to increase color output another 700%.

Ampex has formed a service & customer training subsidiary in West Germany, at Beoeblingen, near Stuttgart, to serve Europe, North Africa & Middle East.

2-COLOR SETS, ANYONE? Is there market for a 2-color TV set at a price slightly higher than black-&-white? This question comes up every once in a while — generally inspired by developments across the Pacific.

We took look at 2-color set last week, and our conclusion is that 2-color TV is better than b&w. Whether public would accept this type set at marketplace, and whether it would give true high-fidelity color a black eye is anyone's guess—but we know of no U.S. manufacturer contemplating going into 2-color business, although several Japanese firms are said to be looking into it.

Set we observed was developed by Kendon Electronics (Warren Oestreicher, pres.), East Elmhurst, N.Y., in the 1950s. It's relatively simple, has 2-gun 90-degree 21-in. picture tube with specially developed shadow-mask tube, which has ruled screen with alternate lines of red-orange & blue-green phosphors. Since shadow-mask openings are wide, good brightness is obtained at standard b&w voltages.

Only 4 tubes are added to b&w circuitry to produce 2-color image, and Oestreicher estimates that color console could be produced to sell at about $170 at factory.

Colorvision being at least partly a subjective phenomenon, it's possible that some people will find 2-color picture more realistic than others. As we viewed it, color gave more depth to pictures, showed up realistically in sky & water scenes, with flesh tones tending to be ruddy. Most obvious in picture is complete lack of yellow. Blue-green & red-orange are same colors used in old-time Cinecolor 2-color movies.

Kendon circuit, incidentally, is the one which Sanritsu Denki was reportedly investigating in Japan—and which newly formed Spica International Corp, previously stated it would import (Vol. 2:40 p9). It turns out, however, that Spica's statement was at least premature, since Sanritsu denies any firm plans to produce 2-color set.

Kendon is currently exploring possible military use of its 2-color tube for radar displays, etc.—where its real future may lie because of simplicity, brightness & flexibility.

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First complete report on FCC's uhf experiment in N.Y., by Jules Dietz who supervised study, will be highlight of EIA's annual Radio Fall Meeting technical sessions Nov. 12-14 in Toronto's King Edward Hotel. Other highlights: Panel on microelectronics in consumer products; session on reliability & quality control; papers on DC restoration (Hazeltine's Stephen P. Ronzheimer), unsolved radio design problems (Bendix's E.D. Hasty & H. B. Dorsey), adjacent-channel interference surveys (Okla. State U.'s William L. Hughes), uhf translators (Adler Electronics' Stanley P. Lapin).

Bids for 25,000 TV sets are being sought by Syria. Nation is seeking 20,000 17- or 19-in. and 5,000 21- or 23-in. receivers, 625-line, 110-volt, 50-cycle AC. Copies of bidding conditions & specifications are available for about $59 from General Organization for Executing the 5-year Industrialization Plan, Syrian Ministry of Industry, Damascus.

Canadian-made Fleetwood line designed for sale in U.S. features 4 stereo consoles, at $389.50, $499.50, $549.50 & $599.50. All include built-in FM stereo.

TV sales increases in 4th quarter are anticipated by 71% of dealers, it was indicated by survey of NARDA members conducted by NARDA with cooperation of Corning Glass Works. In talk to Corning TV dept. sales personnel, NARDA exec. vp Jules Steinberg gave these results of 250 retailer responses: (1) The 71% predicting TV sales increases in 4th quarter thought business would be an average of 12% better than last year in b&w consoles, 13.6% in portables, 30% in color sets. (2) Current inventories were reported lower than last year by 40%, same as last year by 31%, higher by 29% of respondents. (3) Replacements were reported to account for average of 62% of new-set sales, 2nd sets 17%, new family formations 14%. (4) Greater demand for color sets was attributed to more & better color programs by 92 respondents, better set performance by 22, advertising & promotion by 14, greater number of manufacturers by 10. (5) Some 58% said ETV would help sell 2nd & 3rd sets.

Master antenna distribution systems designed to accommodate FM stereo are coming in for attention as result of Jerrold installation at recent N.Y. High Fidelity Music Show (Vol. 2:41 p8). First system of its kind installed exclusively for FM stereo, hookup connected powerful Taco roof-mounted antenna beamed at WTFM Fresh Meadows, N.Y., to 4,000-ft. of coaxial cable, with outlets in all 150 exhibit rooms at N.Y. Trade Show Bldg. Although WTFM had special studio in building, distribution system used off-air pickup. Meanwhile, Pres. Raymond V. Pepe of Institute of High-Fidelity Manufacturers last week called show "most successful in history" and announced that 32,000 had attended, including some 2,000 dealers.

Mergers & acquisitions: Servel will acquire control of **Sonotone** by purchasing 700,000 of latter's 1,220,340 outstanding common shares at $10 each. (Vol. 2:29 p12). Servel's offer produced tenders for approximately 800,000 shares by Oct. 10 deadline. Servel Pres. Duncan C. Menzies said his company had spent $50,000 over past 2 years researching Sonotone • **Hallicrafters** will acquire for undisclosed stock **Radio Industries Inc.**, Kansas City • **Gulton Industries'** subsidiary West Instrument Corp. has purchased for cash the Technical Associates div. of **Duncan Electric.**

Raytheon has developed portable commercial communications system that can transmit voice via infrared light beams. System has practical range of 10 miles, Raytheon said, also can be used in applications where radio waves interfere with electronic equipment.

New plants & expansions: Motorola will add $5-million, 360,000-sq.-ft. addition to its Phoenix, Ariz. semiconductor plant. Expansion is slated for completion next April, will increase plant's total size to more than one million square feet.

"Audio Master," added to Blonder-Tongue line is designed to add sound channels to master antenna & CATV systems, enabling any TV receiver on line to receive piped-in audio. Net price is $175.

Second edition of *Public Relations Handbook* has been published by Prentice-Hall, Englewood Cliffs, N.J. (960 pp., $12.50). It's edited by Philip Lesly, includes contributions by 37 PR experts.

Philco will plug its 16-in. courier with one-min. participations in 10 ABC-TV & NBC-TV programs during Oct. & Nov.

TV UP, RADIO DOWN IN AUG.: Official EIA distributor-to-dealer sales statistics last week verified preliminary estimates of August business—TV was well up from last year, radio down a little.

Actually, TV sales turned out to have been better than originally estimated—the increase over Aug. 1961 was 11%, bringing 8-month distributor TV sales to nearly 10% ahead of 1961's pace. Radio sales were down almost 5½% from good pace set in Aug. 1961, but on cumulative basis radio sales were also almost 10% ahead of 1961 for the year.

TV-radio production figures for August, released by EIA, reflect inventory-consciousness by manufacturers. Pipelines now well filled with new merchandise, both total TV & total radio production were at lower level in Aug. 1962 than year ago, although cumulative 8-month production was well ahead of last year. FM radio & uhf TV output continued to show marked increases from year-earlier levels. Here are EIA's official statistics for August & year-to-date, with 1961 monthly comparisons:

TV-RADIO DISTRIBUTOR SALES

Month	TV 1962	TV 1961	Radio (excl. auto) 1962	Radio (excl. auto) 1961
January	465,836	403,570	562,869	471,618
February	521,275	428,705	697,893	640,379
March	580,876	500,597	917,236	853,197
April	364,742	347,800	809,499	672,756
May	310,799	349,098	772,479	735,692
June	480,510	461,974	1,040,598	997,321
July	449,528	409,561	921,089	754,950
August	518,451	465,500	848,881	897,411
TOTAL	3,692,017	3,366,805	6,570,544	6,023,224

TELEVISION PRODUCTION

Month	Total 1962	Total 1961	UHF 1962	UHF 1961
January	488,869	367,935	39,609	25,270
February	541,494	444,418	46,715	24,514
March	659,251	497,458	48,323	21,450
April	510,587	405,808	51,107	19,095
May	474,647	470,399	39,609	22,782
June	620,653	615,118	50,283	34,641
July	336,409	383,378	28,359	23,233
August	500,693	514,674	44,862	33,946
TOTAL	4,132,603	3,699,188	348,667	205,011

RADIO PRODUCTION

Month	Total 1962	Total 1961	Auto Radio 1962	Auto Radio 1961	FM 1962	FM 1961
January	1,350,630	1,090,073	530,589	387,136	76,510	50,421
February	1,464,797	1,115,029	480,232	307,973	84,216	41,357
March	1,810,417	1,384,052	607,510	384,227	81,010	75,044
April	1,472,654	1,124,924	519,296	375,570	63,193	51,260
May	1,444,074	1,196,949	504,846	408,875	62,292	49,705
June	1,721,873	1,626,263	629,004	518,010	92,287	88,808
July	1,134,250	1,030,399	403,946	320,128	68,037	48,114
August	1,253,753	1,385,101	427,747	451,374	98,609	69,090
TOTAL	11,652,448	9,952,790	4,103,170	3,153,293	626,154	473,799

August factory sales of both TV picture tubes & receiving tubes declined markedly in both units & dollars from August 1961. Unit sales of TV picture tubes dropped to 795,121 from Aug.-1961's 870,578, EIA reported, and dollar value fell to $15,035,830 from $17,239,228. Cumulatively, Jan.-Aug. unit sales maintained slight lead—5,916,286 vs. 5,902,956—over a year earlier, but dollar value trailed by more than $4 million—$113,432,881 vs. $117,575,111 in 1961's first 8 months. August factory sales of receiving tubes showed 34,646,000 units valued at $29,222,000—down from Aug.-1961's 36,907,000 at $31,347,000. Unit sales for Jan.-Aug. totaled 242,271,000—almost a million less than the 243,227,000 sold in 1961's first 8 months. Dollar value, however, increased to $203,174,000 from $202,826,000 in Jan.-Aug. 1961. Here are EIA's figures:

	Picture Tubes Units	Picture Tubes Dollars	Receiving Tubes Units	Receiving Tubes Dollars
January	802,061	15,625,304	29,592,000	24,789,000
February	733,670	13,944,313	27,977,000	23,841,000
March	817,830	15,580,149	34,884,000	29,743,000
April	758,539	14,253,425	31,016,000	25,838,000
May	703,255	13,676,659	30,341,000	25,802,000
June	740,788	14,252,844	29,649,000	24,587,000
July	565,022	11,064,357	24,122,000	19,612,000
August	795,121	15,035,830	34,646,000	29,222,000
Jan.-Aug. 1962	5,916,286	$113,432,881	242,271,000	$203,174,000
Jan.-Aug. 1961	5,902,956	117,575,111	243,227,000	202,826,000

Trade Personals

John Hawkinson elected pres. of TV Shares Management Corp., succeeding **William H. Cooley** who continues as a dir. (Vol. 2:39 p10) . . . **Paul J. Hemschoot**, Tung-Sol Electric secy., also appointed treas.

Robert M. Macrae appointed RCA staff vp for southwestern distributor & commercial relations, succeeding **Harold (Hal) Maag** who retires at year's end after nearly 35 years with company. Latter will handle special assignments for RCA's distributor & commercial relations organization.

H. Leslie Hoffman, Hoffman Electronics chmn., reappointed chmn. of EIA's Spectrum Committee for 1962-63.

E. Willard Gentz appointed mfg. vp, ITT Kellogg Telecommunications div. . . . **George R. Jones** appointed Capitol Records corporate vp; **Daniel C. Bonbright** elected vice chmn. & pres. of Capitol subsidiaries EMI Corp. & Capitol Record Club.

Harper Q. North named Thompson-Ramo-Wooldridge research & development vp, succeeding **Ralph P. Johnson**, resigned . . . **Herbert A. Finke**, vp-gen. mgr. of Bomac Labs div. of Varian Associates, elected Varian Assoc. vp.

Louis W. Clark named GE Audio Products ad & sales promotion mgr., succeeding **Vincent F. Novak**, recently appointed TV receiver ad & sales promotion mgr. . . . **Henry K. Kindig** named general mfg. mgr. for Sylvania b&w TV picture tubes, headquartering at Ottawa, O. plant.

Eugene T. Toner named PR project mgr., Sylvania Home Electronics, succeeding **Neal H. Johnson**, now assigned to photolamp operation. Both Toner & Johnson will hq in N.Y.

Obituary

Arthur L. Milk, 56, retired Sylvania govt. relations vp, died unexpectedly Oct. 10 in Cocoa Beach, Fla. He joined Sylvania in 1925, served as asst. gen. mgr. of tube div. and in 1947 organized Sylvania's govt. relations dept. in Washington. He retired in 1960, becoming consultant & special representative for Sylvania in Cape Canaveral area. His widow survives.

John R. Howland, 61, consultant on closed-circuit TV & onetime Dage TV gen. sales mgr., died Oct. 6 in St. Joseph's Hospital, Reading, Pa., of injuries received in automobile accident. He lived in Philadelphia, was special rep for past 2 years of John M. McCarthy Inc., Philadelphia electronics firm.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Adler Electronics	1962—year to June 30	$ 16,624,000[1]	—	$ 440,000[1]	$0.65	670,504
	1961—year to June 30	8,963,000	—	234,000	.35	670,504
GE	1962—9 mo. to Sep. 30	3,483,153,000[1]	$370,459,000	179,495,000	2.01	89,453,687
Story below.	1961—9 mo. to Sep. 30	3,138,046,000	304,045,000	150,994,000	1.70	88,962,489
	1962—qtr. to Sep. 30	1,164,317,000[1]	121,395,000	59,518,000[2]	.67[2]	89,543,687
	1961—qtr. to Sep. 30	1,063,621,000	116,646,000	57,516,000	.65	89,962,489
General Instrument	1962—6 mo. to Aug. 31	41,194,131	477,609	355,309	.14	2,565,401
	1961—6 mo. to Aug. 31	41,271,892	1,265,559	775,559	.31	2,476,714
	1962—qtr. to Aug. 31	20,005,693	153,259	153,259	.06	2,565,401
	1961—qtr. to Aug. 31	20,850,638	194,699	92,699	.04	2,476,714
Jerrold	1962—6 mo. to Aug. 31	10,413,495[1]	—	190,312[2]	.10	1,999,682
	1961—6 mo. to Aug. 31	5,953,074	—	11,150	.01	1,884,569
P. R. Mallory	1962—9 mo. to Sep. 30	73,957,409	6,587,099	3,192,401	2.03[3]	1,501,941
	1961—9 mo. to Sep. 30	63,116,688	5,954,361	2,801,008	1.77[3]	1,501,941
Pacific Industries	1962—year to Aug. 31	24,500,000	—	510,000	.27	1,887,239
	1961—year to Aug. 31	17,930,545	—	1,406,733	.99	1,427,021
Polarad Electronics	1962—qtr. to Sep. 30	2,948,000	—	131,000	.09	1,403,517
	1961—qtr. to Sep. 30	2,278,000	—	(125,000)	—	1,325,692
RCA	1962—9 mo. to Sep. 30	1,265,500,000[1]	69,900,000	34,300,000[2]	1.88[3]	16,947,000
Story below.	1961—9 mo. to Sep. 30	1,090,100,000	44,300,000	23,800,000	1.29	16,559,000
	1962—qtr. to Sep. 30	411,600,000[1]	21,300,000	10,300,000	.56	16,947,000
	1961—qtr. to Sep. 30	368,300,000	10,900,000	6,200,000	.32	16,559,000
Radio Shack	1962—year to June 30	18,174,503[1]	—	(1,217,073)	—	683,949
	1961—year to June 30	16,711,833	—	(501,253)	—	683,949
Raytheon	1962—9 mo. to Sep. 30	440,884,000	—	7,819,000	1.89[3]	4,014,550
	1961—9 mo. to Sep. 30	407,142,000	—	4,847,000	1.18[3]	3,890,578
	1962—qtr. to Sep. 30	128,125,000	—	2,483,000	.60[3]	4,014,550
	1961—qtr. to Sep. 30	126,962,000	—	1,838,000	.43[3]	3,890,578
Rek-O-Kut	1962—year to June 30	1,385,450	—	(61,592)	—	652,666
	1961—year to June 30	1,512,809	—	(105,690)	—	652,666
Howard W. Sams	1962—year to June 30	13,025,702	—	860,061	1.59	535,718
	1961—year to June 30	11,782,407	—	745,138	1.40	526,950

Notes: [1] Record. [2] Net earnings reduced by $3.7 million (4¢ a share) after voluntary price adjustment on products involved in antitrust cases. [3] After preferred dividends.

RCA Sets Record Pace: Peak sales & profits this year were forecast by RCA last week as it wrapped up 1962's first 9 months with record volume & earnings (see financial table). Profits climbed 44% to $34.3 million from $23.8 million in Jan.-Sept. 1961. Sales rose 16% to $1.266 billion from $1.090 billion. Third-quarter sales also set record with 12% jump to $411.6 million from $368.3 million a year ago. Profits soared 66% to $10.3 million from $6.2 million.

"We believe RCA is nearing realization of the best year in its 43-year history," Chmn. David Sarnoff & Pres. Elmer W. Engstrom notified stockholders. Emphasizing "continued strong improvement in color TV & other home instrument sales" (Vol. 2:41 p7), NBC's "record pace" and "increased profitability" of other divisions, they said "this upward trend should continue throughout the 4th quarter, barring a severe reversal of present economic trends."

■

Reports & comments available: RCA, comments, Shields & Co., 44 Wall St., N.Y. 5 • Westinghouse, comments, Jacques Coe & Co., 39 Broadway, N.Y. 6 • Columbia Pictures & Screen Gems, comments, Divine & Fishman, 2 Broadway, N.Y. 6.

GE Nets Big Gains: Record 9-month & 3rd quarter sales were posted by GE, along with sizable profit gains, despite outlays of $7.8 million to settle several of the damage suits arising from anti-trust conspiracy. Settlement payments are being charged against current sales as "voluntary price adjustments," with resultant reduction in current earnings (see financial table). In 1962's first 9 months, GE earnings rose 19% to $179.5 million on an 11% sales gain to $3.483 billion. Earnings in the September quarter improved 3% to $59.5 million on a 9% sales rise to $1.164 billion.

Chmn. Ralph J. Cordiner attributed sales gains to the 4 major segments of GE's business, including consumer products. He noted that subtraction of anti-trust settlements from 3rd quarter sales had "the effect of decreasing net earnings for the quarter by $3.7 million or 4¢ a share." He termed "voluntary price adjustments" an "equitable disposition of any possible claims arising from the sales of products involved in the Philadelphia anti-trust cases."

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Dynamics Corp. of America was listed for trading on New York Stock Exchange Oct. 9 after 31 years on American Stock Exchange. Symbol: DCA.

WEEKLY **Television Digest**

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The authoritative service for executives in all branches of the television arts & industries

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Broadcast

NAB'S STOCK-TAKING TOUR IN FULL SWING, staff giving regional meetings full fill-in on major problems—Codes, govt. relations, etc. (p. 1).

TV FINALLY WINS ONE FROM FTC as agency throws out 3-year-old charges against Pepsodent commercial on 3-2 vote (p. 3).

GE SEEKS STEREO AUDIO ON TV, filing petition for "compatible" system with FCC, aiming for economic receiving & telecasting equipment (p. 3).

NEW SYNDICATION TRENDS include more 60-min. former-network film shows, new techniques in overseas selling, more color movies for local telecasts, better liaison with reps (p. 3).

'STATE ETV CAMPUS' in Florida scheduled to expand from present 6-station to 12-station network. Some 367,000 students in 888 state schools now get some TV instruction (p. 4).

MOBILE RADIO STILL TRACKING CH. 14 & 15. Users urged to launch PR program to bring spectrum needs to attention of FCC, Congress, etc. (p. 4).

STATIONS & CATV EDGING CLOSER, seminar in Atlanta pointing up room for agreement. FCC's Cox & NAB's Seavey still push for federal regulation (p. 6).

Consumer Electronics

BEST TV SALES YEAR since 1956 shapes up for 1962. Distributor sales of b&w & color sets will approach 7-million mark. Sept. was best TV month in 2 years (p. 7).

TV PRICE RISES probable at new-model time next year if picture-tube increases stick. Although there's some doubt about tube & component hikes, set makers say they can't eat any cost boosts p. 7).

100% CHANGEOVER TO NEW COLOR TUBE due for completion in first quarter 1963. Production of current 70-degree tube ends in March. Serious shortage of color tubes during changeover period possible (p. 8).

1962 TV JUNKPILE: 4.3 million sets due to be scrapped this year —meaning ⅔ of new set sales are replacements, according to figures compiled by Frank Mansfield (p. 9).

COLOR TV WAR IN PHILA.? Silo Discount Centers, 7-store chain, buys 2 freight carloads of "closeout" RCA color sets from distributor Raymond Rosen, plans to "rock this town" with intensive promotion & "very attractive prices" (p. 10).

PHONO SALES JUMPED 30% in August, EIA figures show, bringing 8-month sales 11% ahead of same 1961 period (p. 11).

NAB'S STOCK-TAKING TOUR IN FULL SWING: Both policy and nuts-&-bolts operating problems were given excellent run-through by NAB staff & panels at first 2 fall conferences last week—in Atlanta & N.Y. Among highlights:

(1) Pres. LeRoy Collins pounded away at 2 major themes—adherence to Codes and broadcasting's freedom-of-access to public proceedings. In Atlanta, he harked back to his basic position: "No amount of public relations posturing is going to convince the American people that broadcasting is anything different from what they hear it and see it to be in their own homes." He also said stations need to share local-programming know-how, added that plans are underway for industry-wide clinic on subject in February.

Knocking at the closed doors of public proceedings, Collins asserted: "No force in America is better equipped than is broadcast journalism to help shed light on community problems, point ways to their solution and help equip the people of this nation to fulfill their individual responsibilities as citizens."

(2) Code Authority Dir. Robert Swezey was riled about attacks on Codes: "The cry has been raised

that the Code Authority represents a peril to the industry as a potential censor and stifler of creative talent. I honestly think this is specious nonsense and doubt that anyone can point to a single instance in which we have thwarted or impeded any legitimate broadcast effort."

Pleasing govt. bureaus is not job of Code Review Board, its chmn., William D. Pabst of KTVU Oakland, stated flatly. "We are concerned with what is best for the industry in the long, long pull," he said. He also admitted that non-Code-subscribing stations which nevertheless followed the general pattern of its self-imposed guidelines were "a problem," and that the problem will be discussed at a December meeting of Board. Meanwhile, he urged managers "to go to the Board with your problems, and we'll be glad to help."

(3) Howard Bell, planning & development vp, said broadcasters aren't getting far enough fast enough with govt. officials, in their fight to cover public proceedings—so case must be taken to the public. "Freedom of the press," he said, "is a right to protect the people, not the journalist."

(4) Paul Comstock, govt. affairs vp, noted plethora of attacks on TV-radio in books & magazines, urged broadcasters to work with their congressmen to counter fictitious presentations. Comstock's assistant, Hollis Seavey, forecast that new Congress will see drive for network regulation, that Dodd Juvenile Delinquency Subcommittee will come up with "very strong language" attacking TV-influence-on-youth. He also foresaw new CATV-regulation dispute, increased investigation of program ratings, and suspension of political equal-time rules only for Presidential & Vice Presidential campaigns. General Counsel Douglas Anello analyzed Copyright Act and its prospects for revision in next Congress.

(5) James Hulbert, mgr. of broadcast management, predicted construction of up to 250 uhfs, competing with 500 vhfs, by 1970—fostered by all-channel-set law. He expects tough going for uhf for 3-4 years but: "In the long run, the impact of uhf may be as substantial as the impact that TV has had on radio." He also gave tips for holding on to good employees.

(6) John Couric, public relations mgr., described NAB's stepped-up PR-aid program—aiming at "grass roots"— told, for example, that there's been demand for more than 40,000 copies of Speakers' Bureau booklet listing 400 people available for speeches.

(7) Big job among "influentials" remains to be done by TV industry, TV Information Office Dir. Roy Danish stated. TIO, he said, has received, researched, answered more than 14,000 individual requests for TV information since it began in 1959 as industry supported spokesman to public. But TIO cannot do job alone, and broadcasters must tackle problem of improving TV image at local level as well. It's unfortunate, Danish said, that TV screens "are not lit up in homes where criticism is the loudest."

At separate TIO meeting in N.Y., Chmn. Clair McCollough reported expanded program in works—more staff visits to stations, more participation in industry conventions & conferences, increase in publications, films, slides, articles, etc. He also reported addition of 7 station TIO sponsors since April.

(8) Research can be a valuable hedge against problem of being caught short by new industry developments, according to Melvin A. Goldberg, vp & dir. of research. To illustrate, he produced new Sony "personal portable" TV receiver which he described, with sly dig at Nielsen, as being "not much larger than an Audimeter." If TV becomes "personal medium, like radio," he said, it may well have to be re-evaluated by researchers since "there may be a drop in viewers-per-set, and a fractionalizing of the audience."

(9) Always-touchy political problem was tackled by a panel consisting of Daniel W. Kops (WAVZ New Haven and WTRY Troy), who is chmn. of NAB Editorializing Committee, Anello and Bell. Kops warned stations not to editorialize "until equipped to do so," pointing out that WAVZ had been active in this area since 1949. Anello similarly warned stations that stations faced a grey area when they editorialized in favor of a political candidate. His recipe: Offer the opposition candidate an equal opportunity to express his views—but only through a spokesman, not in person.

Atlanta meeting attracted 269, N.Y. 309. This week's sessions: Chicago, Oct. 22-23, Edgewater Beach Hotel; Washington, Oct. 25-26, Statler. Balance: Dallas, Nov. 8-9; Kansas City, Nov. 12-13; Denver, Nov. 15-16; Portland, Ore., Nov. 19-20.

TV FINALLY WINS ONE FROM FTC: It was a rare event, but the FTC last week actually dismissed charges of deceptive & misleading TV advertising against Lever Bros. and Foote, Cone & Belding.

FTC originally cited company in January 1960, for TV commercials purporting to demonstrate how Pepsodent toothpaste could remove smoke stains from teeth. Demonstration showed Pepsodent scrubbing yellow stains off white plate. FTC said this didn't prove the toothpaste would remove tobacco stains from teeth of all smokers, especially accumulated stains of habitual smokers.

However, Examiner Harry Hinkes decided FTC hadn't proved Pepsodent wouldn't remove them, recommended Commission drop charges. By 3-2 vote last week, FTC agreed, dismissed complaint.

Chmn. Dixon & Comr. MacIntyre dissented, said most that could be said for the commercial is that it's ambiguous. They said that deeply imbedded tobacco stains on teeth are difficult if not impossible to remove with ordinary dentifrices, including Pepsodent, and commercial should have stated so.

Commission last week also dropped case against American Radiator and Standard Sanitary Corp., charged with soliciting discriminatory allowances for its TV program from suppliers. Commission found that although it had been proven that allowances were solicited & received, there was no determination as to whether they were discriminatory, nor were the allegedly injured competitors satisfactorily identified. Vote was unanimous.

GE SEEKS STEREO AUDIO ON TV: With stereo developing nicely, GE sees no reason why TV shouldn't get a lift out of stereo too—audio only, not video 3-D. It filed petition for rule-making with FCC last week, citing 3 objectives of its proposed system:

(1) "No way diminish nor degrade" service to existing TV receivers. (2) Inexpensive receivers. (3) No "unreasonable economic burden" on existing telecasters. System was developed by Robert Dome, who has described it at technical meetings (Vol. 16:45 p16).

Petition reports lab and limited field tests, considers them encouraging. Thick document gives mass of technical detail. It also contains summary of "psychological effects." Test was made with man & woman speaking alternately—with (A) stereo, (B) monaural, and (C) reversed stereo. Results:

"If stereo was to mean anything, there should not be too much difference between A, B and C to the listener. The tests proved that A gave a more pleasing effect than B, a result that might not be unexpected. But the biggest surprise came when condition C was tried! The fact that the people spoke from the wrong sides of the picture created almost exactly the same impression as is observed when the sound track of a movie film is not synchronized with the picture. The girl's lips moved, but her voice seemed to come from the man, even though his lips were closed. Then when her lips stopped moving, she began to speak in a man's voice while the man's lips moved!" (Details of system may be obtained from GE's Radio & TV Div., DeWitt 14, N.Y.)

NEW TRENDS IN FILM SYNDICATION: Multi-million-dollar business done annually in sale of non-network TV programming is developing interesting trends as 1962-63 season gets into high gear. A few:

Longer shows—Five years ago, as many as 90% of syndicated film shows offered stations were 30-min. Increasing number of former 60-min. network shows seeking residual income in syndication market, along with decreasing amount of first-run programming, is causing definite swing toward more hour-long packages. Initial ice was cracked by MCA with "Cimarron City," "Riverboat" and others. Then came Warner Bros. with several series. Now, Four Star, MGM, Desilu and others are adding to 60-min. product flow for syndication.

International public affairs—Last week, NBC International announced it had started "Public Affairs Assn." in Latin-American TV markets. NBC, whose news division will supply whopping total of nearly 700 hours of programming to network this season (not counting spot news), will furnish stations in plan with "at least one" NBC public affairs show for telecasting each week. Shows will be "dubbed" by means of local voice-over Spanish narration, since flow of programming—actually, a form of international syndication—will be sizable. Similar NBC arrangement exists in Far East.

Colorcasting new features—Many post-1948 movies were filmed in color to provide extra sales value

against rival TV. Ironically, many of these features are winding up on TV—in color. Latest Seven Arts packages ("Vols. 4 & 5") of Warner and 20th-Fox features, for example, contain total of 93 movies, of which almost half—43—are in color and available in color to stations. To encourage use of color movies, syndicators generally charge little more than actual lab costs on color prints, and even this figure is dropping with sales volume.

"Live" syndicated drama—With some 85% of nighttime network fare unreeling from film cans each week, there's been slow-but-noticeable trend toward more "live on tape" programming in syndication. New series of children's specials and "Legacy of Light" series from Westinghouse Bcstg. Co. are good examples. Storer's "Divorce Court" series is another. Currently making rating headway in major markets is package of 26 hour-long taped dramas from Showcorporation under title "On Stage." This is actually CBC-TV drama show originally sponsored by General Motors in Canada. Film-weary critic Jack Gould of *N.Y. Times* has compared series to "golden age" of TV drama.

Other syndication trends at work include closer liaison between syndicators and station reps, more station-developed public-affairs programs reaching market, small-but-expensive feature packages.

FLORIDA'S 'STATE ETV CAMPUS' EXPANDING: With 6-station ETV network in operation and 6 more stations planned in next 2 years, Florida is now demonstrating how TV can be used in schools & colleges to cope with expanding populations and shortage of top teachers.

Last year, TV was part of curriculum of 5,700 classrooms in 888 Florida public schools & state universities. Out of 1.2 million enrollment in state, some 367,000 students now receive some of their credit instruction by TV.

Florida's unique "ETV Network" is operated on low budget by state Educational TV Commission, which owns no stations but is responsible for networking credit programs among ETV stations owned by local school boards, state universities and non-profit community groups. ETV Commission, founded in 1957 on recommendation of then Gov. LeRoy Collins (now NAB pres.), was charged with "establishing a state TV network," one of whose principal functions would be to interconnect all state universities & junior colleges.

Original plans called for microwave interconnections so that every one of state's colleges would have access to what is taught in any one of others. However, development of video-tape recorder now has made possible "tape interconnections" and has made need for actual simultaneous hookups far less urgent. Each Florida ETV outlet has at least one recorder.

Florida's newest ETV station is WSEC (Ch. 17) Miami—site also of oldest in state—7-year-old WTHS (Ch. 2). Latter station is used mainly for college & adult education, while new uhf outlet is beamed principally at elementary & high schools. Both Miami stations are owned by local school board, while WJCT (Ch. 7) Jacksonville & WEDU (Ch. 3) Tampa-St. Petersburg are owned by community corporations, and WUFT (Ch. 5) Gainesville & WFSU-TV (Ch. 11) Tallahassee are owned by state universities.

Hopefully scheduled for activation in next 2 years are community-supported uhf outlets in Orlando, Cape Canaveral, Daytona Beach & Pensacola areas, and university-owned uhfs at Florida Atlantic U. (Boca Raton) & U. of South Florida (Tampa). Orlando application (Ch. 24) is due to be filed next, but during the interim, 3 commercial outlets (WBDO-TV & WLOF-TV Orlando, WESH-TV Daytona Beach) are cooperating with state's ETV Network to help fill in gap by donating time & facilities for classroom programs.

Despite much talk by other states about elaborate proposed ETV systems, Florida is still only state to achieve anything like real statewide network with programs available to significant number of major population areas.

MOBILE RADIO STILL TRACKING CH. 14 & 15: Public-relations assault on Ch. 14 & 15, by mobile radio users cramped for space, was given impetus last week. In meeting called by EIA's Land Mobile Communications Section (Vol. 2:41 p3), some 50 radio-users representatives (police, fire, business, etc.) were urged to become "walking, talking, writing fighters for the cause." Section Chmn. William Weisz, Motorola vp, outlined other spectrum hunts—share vhf TV channels, etc.—said Ch. 14 & 15 evolved as most logical quarry.

As indicated before, prospects for plan at FCC level seem remote—but a lively PR program might eventually produce some results, though not necessarily at expense of uhf TV.

EIA itself maintains "no position" in controversy. But spokesmen for major manufacturers of both TV and mobile radio equipment said their companies won't oppose the petition. These include RCA, GE & Motorola. (Among major TV set producers, Admiral & Zenith are not EIA members.)

Weisz said action is needed now because passage of all-channel-receiver law: "We must get reallocation before millions of sets get out with Ch. 14 & 15 built into them."

Some mobile radio users, notably those represented by National Assn. of Manufacturers, are well aware of telecasters' political power. NAM representative Victor Reis reminded group of stations' success in fighting deintermixture.

Operators of Ch. 14 & 15 stations, plus CP-holders & applicants—total of 16—are loading guns for counterattack, won't stand by while these choice lowest uhf channels are under fire.

CURRENT CAPSULES

Despite strong protests from State Dept. and East & West German govts., NBC-TV still plans to show controversial 90-min. documentary film about digging of escape tunnel between East & West Berlin (Vol. 2:42 p6). State Dept. charged that showing of film could jeopardize safety of refugees and complicate Berlin problem, cited NBC for "risky, irresponsible, undesirable" action, said network was warned before it started on project. On Oct. 18, East German govt. banned some NBC personnel for "criminal behavior." Program is scheduled for Oct. 31.

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Humphrey-Scott debate, featuring the Minn. Democrat and Pa. Republican, patterned on the 4th Kennedy-Nixon debate in 1960, has been scheduled for 8:30-9:30 p.m. Oct. 29 by NBC for TV & radio. Participants, selected by chairman of their parties, will give 8-min. opening statements, 3-min. closing remarks, will be questioned by 4 NBC newsmen.

———■———

Federal aid-to-ETV program got setback, Congress adjourning without getting to supplemental appropriations bill, which included initial funds to HEW Dept. for project. Senate had voted $3 million, House $2 million, but they never got into conference to compromise. Dr. John Bystrom, Asst. to HEW Secretary (ETV), declined to speculate on amount which will be requested in new supplemental appropriation bill when Congress convenes in January, but said it probably would be less than $4.75 million originally requested.

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Shift to uhf will be undertaken by KERO-TV (Ch. 10) Bakersfield as quickly as possible, it announced, ending long deintermixture fight. It has ordered equipment. Shift will leave Transcontinent TV with 3 vhfs, 2 uhfs, and it is actively seeking the 2 additional vhfs permitted by FCC rules.

Resist govt. intrusion into programming, Storer Bcstg. Chmn. George B. Storer urged industry, speaking at Pulse luncheon in N.Y. last week, at which he was given Pulse's "Man of the Year" award for "bringing responsibility in broadcasting to the level of a high art."

New ETV channels reserved: Ch. 20, Chicago, sought by Chicago Educational TV Assn. which operates WTTW (Ch. 11); Ch. 12, Hatch, N.M., deleting it from Silver City, at request of N.M. State U.

KXTV Sacramento lost to AFTRA last week in NLRB decision which held that station didn't bargain in good faith. Corinthian Pres. C. Wrede Petersmeyer said station was appealing to Ninth Circuit Court of Appeals, added: "We were shocked & disappointed by the Board's decision. Throughout the long negotiations, we intended and did bargain in good faith and I believe the station will be vindicated by" the courts.

Paramount's Telemeter pay-TV system (Vol. 2:38 p2) was demonstrated to members of parent Home Theatres Inc. at recent meeting of principal stockholders in Calif. Officers elected were Chicago White Sox co-owner John W. Allyn, pres.; Lloyd B. Sands, Hunt Oil Co., vp; R. A. Lile, representing Winthrop Rockefeller, secy.; A. B. Cobb, investment banker, treas.

STATIONS & CATV EDGING CLOSER: Lively Georgia Assn. of Bcstrs. last week provided a forum which punctuated fact that telecasters & system operators are finding more & more common ground, less & less reason to fight.

Not that some broadcasters believe CATV should remain unregulated. However, the urgency seems to have diminished somewhat. FCC Broadcast Bureau Chief Kenneth Cox, at the Atlanta meeting, repeated his long-held view that some regulation is needed—to protect service provided by smaller stations. He urged CATVs to recognize that central federal regulation is much to be preferred over mish-mash of state & local controls.

But William Dalton, pres. of CATV's National Community TV Assn., warned telecasters that federal regulation would bring FCC probing into station economics & operations. He welcomed recent trend of telecasters into CATV ownership, urged NAB & NCTA committees to work out problems without govt. intervention.

NAB's Hollis Seavey assured CATVs that broadcasters don't oppose CATV blindly but "we do believe they should be subject to federal regulation. They're an integral part of the American communications system rather than merely an antenna service." This reflects a less militant approach than NAB maintained for some years.

Charles Batson, WIS-TV Columbia, S.C., whose principals have moved strongly into CATV, put it this way: "CATV is here to stay and to grow. Our greatest danger as broadcasters is to underestimate the public's interest in this." He said that systems fill voids in station service areas, helps meet public demand for more & better signals. Fred Weber, Rustcraft Bcstg., described problems of smaller stations—which can suffer from diversion of audience through duplication. Washington attorney Russell Eagan reviewed legal battles over signal and program-distribution rights.

U.S. TV advertising spending is 76.7% of free world's total, TvB reports. According to International Advertising Assn., U.S. accounted for $1.615 billion of free world's $2.1 billion. U.S. ranks 6th in TV as percentage of total ad expenditures, however, U.S. advertisers put only 13.6% of their budgets into TV, compared with Iran's 59.6%, Peru's 27.5%, Japan's 26.0%, Curacao's 18.9%, & UK's 18.8%.

Metromedia's WRUL, nation's only commercial shortwave station, has been sold for $1.75 million to International Educational Bcstg. Corp., owned principally by Mormon Church. Metromedia bought station in 1960 for about $1 million. International pres. James B. Conkling said station wouldn't be used heavily for propagation of Mormonism.

Unusual job of research has been filed by Onondaga Bcstg. in Syracuse Ch. 9 comparative hearing—analysis of composite-week program-category percentages of all TV network affiliates. Material filed at FCC by 448 stations, with their latest renewal applications, was tabulated in terms of percentages given to entertainment, religion, agriculture, etc.

Big-city uhf: Ch. 26, Chicago, granted to Weigel Bcstg. Co.; application for Ch. 37, Paterson, N.J., filed by Bartell Bcstrs.

Personals

Sigurd Larmon, Young & Rubicam chmn., retires at end of year . . . **Paul M. Hancock** promoted to NBC Radio eastern sales mgr.

Dick Powell, ill with cancer, resigns as Four Star TV pres., becomes chmn., succeeded by exec. vp **Thomas J. McDermott.**

Max E. Youngstein, Cinerama Inc. exec. vp, named TV Industries Inc. pres. & chief executive officer, succeeding **Basil Estreich**, who becomes chmn. . . . **Norman A. Lunenfeld** promoted to NBC merchandising mgr.

James Gerity Jr., WNEM-TV Flint-Saginaw-Bay City pres., honored by Grocer's Manufacturing Representatives of Mich. for civic efforts and betterment of individual communities.

Edward V. Cheviot promoted to WOAI-TV San Antonio vp & station mgr., **Rex Preis** to same post with radio WOAI . . . **Frank Lewis** promoted to WITN-TV Washington, N.C. production mgr., succeeding **Bob McCoy**, who moves up to asst. operations dir.

James L. Snyder promoted to Westinghouse Bcstg. national news dir. . . . **Bernard P. Bohunicky** promoted to WNAC-TV Boston chief engineer.

Andrew Jaeger promoted to UA TV Latin American sales supervisor, Mexico City, succeeding **Ira D. Beck**, resigned to enter private business . . . **Dave Lundy**, Blair TV Assoc. exec. vp, named pres. of Blair TV, new TV sales div. of John Blair & Co.; **Ed Shurick**, Blair-TV exec. vp, resigns.

John P. Sholar, WJHG-TV Panama City, Fla. station mgr., resigns after purchase of 50% interest in *Western Carolina Tribune*, Hendersonville, N.C. . . . **J. Michael Collins** promoted to WNED-TV Buffalo (ETV) asst. station mgr., **Anthony R. Cherubini** to program mgr.

Jack Gregory promoted to KGO-TV San Francisco sales mgr. . . . **Richard Christenson** appointed WXIX-TV Milwaukee operations dir. . . . **Kershaw Burbank** promoted to WNDT N.Y. development vp, **G. Edward Hamilton** to engineering vp.

George A. Scharmen, ex-KENS-TV San Antonio news dir., named to similar post with KBTV & KBTR Denver; **Richard J. Braun** advanced to promotion mgr.

Communications Satellite Corp. incorporators were given recess appointments by President Kennedy last week. *Washington Post* Publisher Philip L. Graham has been named chairman. Senate is expected to confirm 13 appointees (Vol. 2:41 p2) shortly after it convenes in January.

Sports results, from Federal Communications Bar Assn. Oct. 15 outing: Softball—FCC 18, FCBA 7. Tennis —Gilbert Hatfield, FCC, and Andrew Ockershausen, WMAL Washington. Golf—Low net of 74, attorney Morton Wilner; low gross of 78, law clerk Marvin Singman.

Bill banning indecent material in District of Columbia (Vol. 2:42 p6) was vetoed by President Kennedy, as expected. He questioned constitutionality of search-&-seizure provisions of measure, said subject should be dealt with by next Congress.

WDAU-TV (Ch. 22) Scranton has been granted waiver to identify itself as Scranton-Wilkes-Barre station.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

BEST TV SALES YEAR SINCE 1956: TV sales to retailers this year will be within spitting distance of 7 million sets for first time since 1956. On basis of sales for first 3 quarters of 1962, we guesstimate full year's distributor-to-dealer sales at 6.7-6.9 million—6.25-6.5 million black-&-white sets plus around 400,000 color sets.

September was socko month, from all reports—beating last year's booming September by more than 7%. Traditionally year's biggest month in distributor-to-dealer sales, initial estimates indicate b&w sales totaled around 720,000 sets last month. This would bring year-to-date sales well above 4.4 million. If 4th-quarter sales are on level with last year's good business during that period, total b&w sales for year will be around 6.25 million. They could even be higher.

Of course, it's color that's making the real difference by pushing total sales close to 7-million mark of TV's boom days. It also makes the difference in dollar volume, boosting average TV set factory price this year to above $145, highest since 1953, while b&w prices by themselves are lowest in history (Vol. 2:42 p7).

In b&w sets alone, Sept. distributor sales were highest for any month in 2 years. Specific color-set sales estimates aren't available, but RCA has reported 69% Sept.-to-Sept. increase in color sales.

Phono sales also have taken tremendous lift in last couple months. After lagging behind 1961 for 6 months, cumulative unit sales (distributor-to-dealer) pulled ahead of last year in July (Vol. 2:39 p9). Official EIA figures, released last week, show August phono sales a thumping 30% ahead of Aug. 1961, with cumulative 8-month sales figures now 11% above last year. And this at highest average phono prices in history (Vol. 2:42 p7). Details of phono increases will be found on p. 11.

TV PRICE RISES PROBABLE NEXT YEAR: Increase in TV set prices is almost certain to follow any real & sustained rise in OEM picture tube & component costs. Although at least 4 tube manufacturers have informed set-making customers of impeding price increases (Vol. 2:41 p7), it will be December or January before it can be determined whether these hiked prices actually will stick.

Some set makers doubt whether any announced price rise will be sustained—in view of fact that not all tube manufacturers have announced increases (although all say they need it to make any profit). Some tube manufacturers have long-term commitments at old prices, and this, too, is having effect on efforts to put through increases now. At any rate, here's summary of set manufacturer opinions on what a 6% or $1-a-tube price increase (plus small increases in component prices) could do to set prices:

Rises are not expected to affect current lines. Any higher prices would come with drop-ins & 1963 lines—and early outlook is that purchasers of these sets will pay $5 or $10 more than for comparable 1962 models, in keeping with industry tradition of rounding off costs to next highest $5-$10 level.

"I don't see how it is possible to absorb any more increases in material costs," Emerson Pres. Benjamin Abrams told us. "Whether some manufacturers do absorb these increases will be a matter to see. Competition will tell."

"Nobody in this industry can eat a $1-a-set cost increase," we were told by vp of major set producer. "This means an increase of $3 to $6 at retail on just the $1 increase in cost of picture tube. Other component prices also have gone up. These increases can't be absorbed. The margin's not there. I'll tell you this—many manufacturers aren't making any profit on their sets that list for $140."

Muntz TV vp Jack Simberg was equally categoric: "There's no question that these increases can

not be absorbed. They'll have to be passed on, but I doubt that they'll make a difference in our current line." Simberg told us "suppliers sometimes try to put through an increase during a sellers' market such as we have now—but it could be a different story after the first of the year if other suppliers say 'no' to a price rise. That would force these increased prices right back down again."

We found most manufacturers less than loquacious on always-touchy subject of price increases. Here's sampling of nutshell comments we collected: Admiral told us "we'll cross that bridge when we come to it," but added: "However, we certainly can't continue to eat these price increases." Philco said it is "evaluating" rise in tube prices. James Shallow, Magnavox marketing coordinator, told us: "We purchase tubes from several vendors, including National Video. We haven't yet received word of a general industry-wide price increase. Until that develops, we have no plans. At this moment we do not expect the increase to be reflected in our prices." GE parried set rise question, noted simply: "GE hasn't announced an increase in tube prices."

Industry's "profit squeeze" was noted by Zenith Sales Corp. Pres. Leonard C. Truesdell in recent analysis of 1963 business prospects (Vol. 2:41 p8). "Although there is a very favorable opportunity for business volume," he said, "we believe 1963 will be a very competitive year—and, of course, we are all experiencing the well-known 'profit squeeze.' "

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Speculation about size-price re-alignment of TV sets is on rise. Some manufacturers believe 16-in. set eventually will replace 19-in. as $140 price leader, with latter becoming step-up at $150 or $160. There's vehement disagreement from others, however, including GE, who believe 16-in. should be full-feature set. Tube-components price rises could hasten industry's decision on 19-in.'s future as leader or ladder.

100% CHANGEOVER TO NEW COLOR TUBE: Switchover to new shorter 90-degree color tube in first quarter of next year (Vol. 2:16 p7) will be a complete one. Production of current 70-degree tubes will be discontinued in March.

In notifying its customers of impending cut-off of 70-degree tube production, RCA Tube Div. supplied answers to some questions. It said, in effect, there will be no dual output of picture tubes in the 2 lengths after first quarter. When the 90-degree comes in, the 70-degree goes out. Both tubes, of course are 21-in. round shadow-mask type, major difference between the 2 being about 6 in. in depth.

Timing means new shorter tube will be ready for June lines. Three other picture-tube manufacturers planning color production—Rauland, Sylvania & National Video—are expected to start with new 90-degree round tube shortly after first of year.

There may actually be serious shortage of color picture tubes for couple of months, while RCA curtails 70-degree tube production to change over to 90-degree. Curtailment will start before end of this year, with first output of 90-degree tubes expected early in first quarter. After discontinuance of 70-degree tube output in March, remainder of RCA's capacity will be shifted to 90-degree production.

Complete & rapid changeover to new type tube in one fell swoop is unprecedented in TV industry, but there seems to be little worry about obsolescence & liquidation of present-type 70-degree sets, because demand is so high. Also, the necessary curtailment of 70-degree tube production during changeover may result in set shortages rather than liquidations commonly associated with major changeovers.

Thus new short-tube color set will completely replace present set in mid-1963. Just one year later, sets with new 25-in. & 19-in. rectangular color tubes could begin appearing on market, if present schedules are met. Whether these will immediately replace 21-in. round tube will depend largely on pricing.

RCA now is preparing for major change in product which already is selling like the proverbial hotcakes. There seems little question that color demand & sales will now continue to increase. In fact, one sharp observer of the TV scene—Corning Glass TV products vp Allen W. Dawson—suggests "the possibility that by the end of 1965 between one-third & one-half of all TV sets sold will be color."

1962 TV JUNKPILE—4.3 MILLION SETS: Two out of every three TVs sold this year will be replacements for worn-out sets, as TV's scrappage rate continues its sharp climb. It's estimated that about 4.3 million TV sets will wind up on junkpile this year—a record total, and up sharply from 3.7 million last year.

These intriguing figures are estimates made by Frank W. Mansfield, Sylvania marketing research dir. and dir. of EIA's Marketing Data Dept., for our forthcoming 1962-63 *Television Factbook*. They will appear in new *Factbook* as part of overall statistical summary of the TV industry, prepared for us by Mansfield.

Increase in TV set scrappage figures shows why TV selling opportunities in coming years should increase. Many sets now being junked were sold in TV's "golden era" of 6.6-7.4 million sales, 1954-57. Fact that somewhere around 4.3 million sets sold this year will be replacements indicates that greater exploitation of 2nd-set market could easily bring TV sales over magical 7-million set mark in immediate future. (They'll come close to that figure this year, as explained in story on p. 7).

Only since 1959 have replacement sets accounted for more than half of TV set sales. Here are revised TV set scrappage estimates by years, 1950-62:

1950	27,000	1957	2,745,000
1951	100,000	1958	1,990,000
1952	275,000	1959	2,759,000
1953	911,000	1960	3,585,000
1954	1,492,000	1961	3,700,000
1955	2,836,000	1962	4,300,000
1956	1,400,000		

These estimates indicate that more than 26 million TV sets have been scrapped to date, out of cumulative total of nearly 89 million manufactured and about 85.8 million sold to American consumers. Cumulative value of factory production of TV sets from 1946 through end of 1962 will be more than $13 billion.

Sets-in-use at end of 1962 are estimated by Mansfield at about 60.2 million—and 77% of them are now 19-in. or larger. Another 20% are in 16-18-in. category, and only 3% are 15-in. & smaller.

TV-RADIO PRODUCTION: EIA statistics for week ended Oct. 12 (41st week of 1962):

	Oct. 6-12	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	145,383	150,513	152,841	5,165,054	4,702,185
Total radio	475,759	441,844	441,971	14,675,874	12,895,705
auto radio	187,932	162,195	127,907	5,264,002	4,017,986

Opposition to extended warranties was expressed by NARDA executive committee last week in resolution making these arguments: (1) They "tend to be misleading" in conveying impression that today's appliances require less service than formerly; actually, additional features increase service requirements. (2) They "represent an additional drain on the dealer's already poor profit structure in that there is little opportunity for him to recoup labor charges." (3) They fail to take into account regional marketing differences. NARDA group urged manufacturers to "leave to their dealers the decision as to whether or not to offer extended warranties."

Exceptions to all-channel set rules proposed by FCC, sought by Motorola in comments filed with Commission: receivers used by schools, hospitals, hotels, motels and similar setups employing master receiving antennas. Motorola notes that such systems convert uhf signals to vhf channels—for inexpensive distribution to sets which needn't have uhf tuners.

More than 26 million loudspeakers have been used in TVs, radios, phonos & other equipment produced in U.S. during first 8 months of 1962, according to Hawley Products Co., maker of speaker cones. This year's 26,393,443 speakers is increase of 3,128,117 (or 13.4%) over number used in same 1961 period. Breakdown: Majority of speakers, or 13,459,543 (24.1% more than last year) were under 8-in.; 5,827,120 were ovals (up 22% from last year); 1,855,466 were 8-in. & over (down 1.8%); 5,251,314 were tweeters (down 8.8%).

Ad campaign aimed at OEM market has been instituted by Admiral for its newly named "Ensign" record changers. Theme: "Design & performance backed by million-unit production and 25 years' know-how." Changer is merchandised by new Ensign Div. of Admiral Corp.

Regency Electronics has established within its electronic equipment div. a new operation for private-label production of consumer products. New private-label div. will be headquartered at Indianapolis, Ind. plant.

COLOR TV WAR IN PHILA.? Opening gun of color TV war in Philadelphia may have been fired last week with purchase by big, 7-store Silo Discount Centers of 2 freight carloads of RCA color sets that are free of fair-trade restrictions. Buy from RCA distributor Raymond Rosen & Co. is described by Silo as "largest RCA color TV set order ever placed in the Greater Philadelphia area & possibly in the country." Sets will go on sale in few weeks "at very attractive prices," Silo said.

"This was a special closeout," Silo Exec. vp Paul Dinnerman told us. "We bought all their 1962 merchandise and we can sell it at any price—within reason. They don't want us to wreck their price structure. We're really going to promote this merchandise—and we're really going to rock this town."

Silo Pres. Sidney A. Cooper said he plans $20-25,000 newspaper ad campaign on color sets between now & balance of year. "Our 1963 goal," he told us, "is to sell one color set for each b&w set—and last year we sold some 10,000 b&w sets."

Raymond Rosen TV sales mgr. Larry Crevey told us he knows no reason why sale to discount chain should produce repercussions from other RCA color dealers. "Silo is a dealer, too, and has been for some time," he added. He said that prior-year TV models are not covered by fair-trade agreements. Silo has carried RCA color sets before, also Zenith & Admiral.

Silo's volume order came as surprise to Mort Farr, NARDA chmn. & RCA's "Mr. Color" in Philadelphia area. "If they start cutting prices," he told us, "it will be a real challenge. However, discounters may be moving too fast. Color TV may not be quite the sales field they think it is. Some of us who did the pioneering are running behind in sales. There's still a lot of status in buying color TV."

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There's little profit in TV servicing these days, NARDA Chmn. Mort Farr told us last week. "We surveyed our service operation recently," he said, "and found that on an 8-hour shift our men average only 3.32 hours in the home. The rest of the time is chewed up on the road." Re warranties, he said "the cost of doing business is so high that many times we find it's cheaper for us to pay for a new tube or component instead of going through the paperwork & time of getting warranty replacements. We just throw them away."

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GE color combination at $795 is believed to be lowest-priced U.S.-made color combo. Unit is actually 3-piece hutch-type home entertainment center, built around GE's new $495 color table model, combined with stereo-AM-FM "Decorator" combination ($279.95 list) and hutch cabinet ($89.95 list).

Olympic adds 4 color consoles—all open list—bringing color line to 10 basic models. Also introduced by Olympic last week were deluxe stereo radio-phono console in genuine hardwood at $299.95 and 6-transistor portable AM clock radio (open list).

Eastman Kodak has entered laser field with introduction of neodymnium-doped rare-earth glass rods for lasers.

Trade Personals

L. Berkley Davis, former EIA pres. & vp-gen. mgr. of GE's Electronic Components Div., re-appointed chmn. of EIA's management policy committee for reliability; **Ben Edelman,** asst. mgr. Western Electric govt.-industry relations, renamed chmn. of EIA's educational coordinating committee.

A. J. D'Apolito, Sprague Electric senior market analyst, joins EIA's Marketing Services Dept. as mgr. of semiconductor & parts mktg. services.

L. S. Hudgins Jr. appointed Philco Finance Corp. operations vp; **M. E. Strawn** named sales & mktg. mgr.

Wendell B. Sell, Packard Bell Electronics group vp, elected a dir. . . . **John Milhalic** elected Avco group vp of Electronics, Ordnance & Aerospace Structures Divs.

Sir Gordon Radley appointed British Marconi chmn., succeeding **Lord Nelson of Stafford,** who remains a dir.; **F. N. Sutherland** named board deputy chmn.

Arnold K. Weber promoted to vp-gen. mgr., RCA Data Processing Div.; **Edwin S. McCollister** named division's vp for business planning & mktg.

William F. Chase & Harold I. Ross appointed Allied Electronics product mgrs.

Francis J. Gundersen elected finance vp of Standard Kollsman subsidiary Kollsman Instrument Corp. . . . **George E. Comstock III** elected engineering vp of Potter Instrument.

Thaddeus L. Dmochowski promoted to exec. vp, ITT Information Systems Div.

David C. Langworthy elected Magnetic Metals pres., succeeding late **William P. Langworthy** (Vol. 2:40 p11).

Richard J. Cleary, ex-Collins Radio, appointed asst. chief engineer of McMartin Industries.

Robert M. Wood named vp-gen. mgr. of Lab for Electronics subsidiary Keleket X-Ray . . . **J. Paul Ahlbrandt** appointed exec. vp of Pacific Industries subsidiary National Plastics, a new post.

Obituary

George E. Geyer, 46, Bulova Research & Development Labs engineering sales dir., died Oct. 13 at his home in Islip, L.I., N.Y. Prior to joining Bulova in 1959 as senior project engineer, he had been pres. of All-Tronics Inc., Westbury, N.Y.

Clinton B. Allsopp, 75, retired ITT vp & a colonel in Army Signal Corp. during World War II, died Oct. 12 at his Angwin, Cal. home. He went on active duty after Pearl Harbor, helped organize Army Communication Service, later established & became chief of communications security branch under office of Chief Signal Officer. He retired from ITT in 1949.

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Motorola has teamed with a French firm to form a new company to manufacture electronic alternator systems for European market. Motorola owns "more than a third but less than half" of Paris-based S.E.V. Motorola S.A., formed with Societe Anonyme Pour L'Equipment Electrique des Vehicules. New concern already is "in limited production" at new plant in Bois, ultimately will make & market other automotive electronic products, such as electronic ignition systems.

AUG. PHONO SALES UP 30%: August set all kinds of records in distributor-to-dealer phono sales, according to official EIA figures released last week.

By far 1962's biggest month in sales (441,455 units), August set record for both mono & stereo unit sales. Total August sales were 30% above Aug. 1961 and brought year-to-date sales 11% over first 8 months of last year.

Here are EIA's data on monthly phono distributor & factory sales, together with 1961 figures for comparison:

PHONO DISTRIBUTOR SALES

Month	1962 Mono	1962 Stereo	1962 Total	1961 Mono	1961 Stereo	1961 Total
January	48,423	171,305	219,728	74,881	211,268	286,149
February	50,563	188,857	239,420	54,097	210,365	264,462
March	60,206	236,051	299,257	59,290	231,021	290,311
April	54,615	146,577	201,192	48,532	173,585	222,117
May	65,192	130,372	195,564	55,057	164,400	219,457
June	91,526	183,000	274,526	47,970	170,178	218,148
July	90,175	202,125	292,300	58,514	153,550	212,064
August	115,741	301,047	416,788	93,749	225,423	319,172
TOTAL	579,441	1,559,334	2,138,775	492,090	1,539,790	2,031,880

PHONO FACTORY SALES

Month	1962 Mono	1962 Stereo	1962 Total	1961 Mono	1961 Stereo	1961 Total
January	68,545	191,014	259,559	80,336	211,383	291,749
February	52,566	202,846	255,412	50,710	204,638	255,348
March	60,991	237,492	298,483	62,396	227,469	289,865
April	45,152	137,950	183,102	53,074	152,974	206,048
May	67,610	119,682	187,292	53,887	142,450	196,337
June	104,548	278,989	383,537	61,533	197,170	258,703
July	89,699	220,694	310,393	70,681	171,331	242,012
August	109,258	332,197	441,455	106,157	242,164	348,321
TOTAL	598,369	1,720,864	2,319,233	538,804	1,549,579	2,088,383

Motorola's "Decorator & Designer" collection of deluxe TV & stereo in unusual Drexel & Heritage cabinets, which attracted attention at Chicago furniture shows last January (Vol. 2:3 p9), is now being offered to dealers through Motorola distributors. Company introduced line last week at Southern Furniture Market in Drexel, N.C. It consists of 14 pieces, including TV in wall-hanging spice cabinet ($535), stereo in 77-in. long hall piece ($1,338), coffee table & window-bench stereo unit. Motorola Consumer Products Pres. Edward R. Taylor noted that line caters to "special segment of the market, which we believe is becoming increasingly important."

"Magnavox makes sweet music," is headline of profile in Oct. 17 *Financial World*. "Company has had an impressive growth pattern despite keen competition in TV set field," noted publication, adding: "Although still identified primarily with its consumer goods, Magnavox now derives more than 40% of total revenues from defense & industrial products. These operations are also becoming more profitable." Summed up *Financial World*: "At current deflated levels of around 33, Magnavox's stock represents one of the most attractively-priced issues in the electronics group, selling at around 16 times estimated 1962 earnings. . . . The chief appeal of these shares, however, is for long-range growth."

Jerrold Corp., which posted record sales & profits in fiscal-1963's first 6 months ended Aug. 31 (Vol. 2:42 p12), expects sharp improvement to continue through 2nd half. Pres. Sidney Harman forecast total year earnings of 50¢ a share on $26-million sales—up markedly from fiscal-1962's 30¢ on $18-million sales.

Globe-Union was slated for listing on New York Stock Exchange Oct. 22. Symbol: GLB.

Disputed merger of Macfadden Publications & Bartell Bctsg. (Vol. 2:29 p12) moved closer to settlement last week with new agreement between contesting minority stockholders & Macfadden-Bartell Corp. New terms, subject to court approval, provide that unidentified "certain officers" of M-B surrender for retirement 350,000 shares of the corporation stock they own. Initially, M-B officers, including Chmn.-Pres. Gerald A. Bartell, were to surrender 175,000 shares to company treasury. However, last July, court-appointed referee David W. Peck termed earlier agreement inequitable, said it was "not a significant amount compared to the Macfadden stockholders' stake in the case." Dissident stockholder group is lead by former Macfadden Pres. Irving S. Manheimer.

Motorola distributors' September TV unit sales jumped 25% ahead of a year earlier & posted best September since record year of 1955. Motorola Consumer Products Pres. Edward R. Taylor termed September showing "doubly encouraging because the sales seem to indicate through movement." He explained: "Warranty card returns from our dealers were up 42% through June, 52% in July & August, and 55% during the latest week reported in September. This means that dealers are selling to consumers as well as distributors selling to dealers." He said stereo sales picture "is equally as bright." Distributors' September stereo sales rose 17.2% from a year earlier. Sales during October's first 2 weeks jumped 101.5%.

Davega Stores has been authorized to borrow $300,000 to purchase additional inventory. Leonard Ginsberg, court-appointed bankruptcy trustee, said loan will enable Davega chain to buy merchandise with retail value of $750,000 to $1.5 million. Chain is now operating at weekly loss of $2,700, compared with $62,000 weekly loss when Chapter 10 proceedings were initiated June 11. Ginsberg forecast sales of at least $3.2 million from Oct. 15 to end of year, said operations should begin to show profit "in the middle of November." He said Davega should have minimum cash balance of $559,400 before repayment of loan on Dec. 29. Loan is expected to be made by Commercial Bank of North America, at 6% interest.

Internal Revenue Service is "expected to rebuff any bid by GE to reduce its taxable income by amounts paid in settling damage suits for price fixing on electrical equipment," reported Oct. 17 *Wall St. Journal*. In recent financial report (Vol. 2:42 p12), GE said it had applied some $7.7 million of such payments as "voluntary price adjustments" against 3rd-quarter sales, reducing earnings for period by $3.7 million. Noted *Journal*: "IRS can be expected to maintain that such adjustments are payments made as a result of anti-trust actions and that to allow them as deductions would 'frustrate national policy.'"

Studebaker has obtained $25-million credit from 6 banks to help finance cash portion ($29 million) of its purchase of Franklin Mfg. (Vol. 2:42 p7). Purchase also involves 1,333,333 shares of Studebaker common. Financing is under revolving credit expiring Jan. 29, 1965. Credit will be reduced to $17.5 million after Jan. 31, 1964. Studebaker stockholders will vote on acquisition at special Nov. 16 meeting.

Packard Bell consumer product sales jumped 48.3% in 1962's first 9 months from same 1961 period. Home Products Div. vp-gen. mgr. Kenneth R. Johnson said September volume alone was up 77% from September 1961. For 9 month, b&w rose 34.2%, stereo 76.6%.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Allied Artists	1962—year to June 30	—	—	$ (1,580,000)	—	931,608
	1961—year to June 30	—	—	529,000	$0.54[1]	911,278
Taft Bcstg.	1962—6 mo. to Sep. 30	$ 5,729,398	$ 2,128,018	964,036	.61	1,568,938
	1961—6 mo. to Sep. 30	4,894,030	1,554,580	744,188	.47	1,539,162
	1962—qtr. to Sep. 30	2,671,423	861,661	385,495	.25	1,568,938
	1961—qtr. to Sep. 30	2,287,868	597,688	283,505	.18	1,539,162

Notes: [1] After preferred dividends.

Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Allied Radio	Q	$0.08	Nov. 27	Nov. 13
Allied Radio	Stk.	2%	Nov. 27	Nov. 13
Avnet Electronics	Q	.10	Nov. 1	Oct. 22
Crowell-Collier	Stk.	4%	Dec. 7	Nov. 14
Dominion Electrohome	SA	.10	Nov. 30	Nov. 15
Ford Motor	Q	$0.45	Dec. 1	Nov. 1
Gross Telecasting	Q	.40	Nov. 10	Oct. 25
Gross Telecasting—B	Q	.07½	Nov. 10	Oct. 25
Lear Siegler	Q	.10	Dec. 3	Nov. 13
Medallion Pictures	Stk.	6%	Dec. 5	Nov. 16
Metromedia	SA	.10	Nov. 30	Nov. 16
Metromedia	Ex.	.10	Nov. 30	Nov. 16
Paramount Pictures	Q	.50	Dec. 14	Nov. 29
Republic Corp.	Q	.15	Nov. 15	Oct. 29
Taft Bcstg.	Q	.10	Dec. 14	Nov. 15
Whirlpool	Q	.35	Dec. 31	Dec. 8
Wometco—A	Q	.17½	Dec. 14	Dec. 1
Wometco—B	Q	.06½	Dec. 14	Dec. 1
Wometco—A & B	Stk.	30%	Dec. 21	Dec. 1

Reports & comments available: RCA, Westinghouse & Whirlpool, notes, Hornblower & Weeks, 40 Wall St., N.Y. 5 • Sprague Electric, review, Laidlaw & Co., 25 Broad St., N.Y. 4 • "Major Consumer Electronic Issues," comments, H. Hentz & Co., 72 Wall St., N.Y. 5 • MGM, review, Howard, Weil, Labouisse, Friedrichs & Co., 222 Carondelet St., New Orleans 12 • "Small Business Investment Companies; How To Achieve Tax Savings," discussion, Shields & Co., 44 Wall St., N.Y. 5 • Electronic Specialty, study, Bear, Stearns & Co., One Wall St., N.Y. 5 • Audio Devices & Philips Lamps, analyses, Carl M. Loeb, Rhoades & Co., 42 Wall St., N.Y. 5 • GT&E, review, Dean Witter & Co., 14 Wall St., N.Y. 5.

Sonotone Pres. Irving I. Schachtel reported that he & "members of my family have tendered virtually all of our stock" in response to Servel's offer to buy 700,000 common Sonotone shares at $10 each (Vol. 2:42 p10). Holdings of Schachtel & family approximate 8% of Sonotone's 1,220,340 outstanding shares.

Collins Radio has postponed its planned offering of 557,515 common shares to stockholders on basis of one new share for each 4 held (Vol. 2:41 p12).

Mergers & acquisitions: Packard Bell Electronics & Marquardt Corp. are discussing merger, a Marquardt official reported, "but the talks are so preliminary we haven't reached the stage of negotiations." Financial data has been exchanged and "it's just a matter now of seeing whether there's any mutual interest" in merging, he said. Marquardt makes ram-jet engines and other missile & space vehicle propulsion & control systems. It also has an Electronics Div. that produces aerospace components. Marquardt Pres. Roy E. Marquardt said his company wants to expand further in electronics and Packard Bell has "some technical things that are of interest to us."

Raytheon is "giving very serious consideration" to issuing its first cash dividend on common stock next year, reported exec. vp Thomas L. Phillips, adding: Raytheon "hasn't wanted to declare a cash dividend until we are sure we can continue them regularly. Now it appears we may be able to pay them, sustain them and still have enough left over to plow back." Company has paid stock dividends frequently. Initial cash dividend, if paid, could amount to 20-25¢ a share quarterly, another Raytheon official said.

Entron net sales rose 127% to $1,519,644 in 6-month period ending Aug. 29 over same 1961 period. In interim report to stockholders, Silver Spring, Md. firm reported net income of $142,600, compared with net loss of $146,950 a year ago, with earnings of 52¢ a share vs. loss last year of 54¢. Pres. James L. Lahey attributed part of business increase to 35% gain in sales to CATV systems and completion of major construction projects.

Corning Glass anticipates record sales & earnings this year, notes unusually good sales gains in color TV tube envelopes & glass electronic components. "Color TV sales are beginning to take off," Pres. Amory Houghton said, "and this rapid rise should continue into next year, barring any economic downturn."

Elmar Electronics, Oakland, Cal. electronics parts distributor, anticipates record sales & earnings for its 1962 fiscal year ending Oct. 31. Pres. Elvin W. Feige forecast a sales rise to $9 million from $7.1 million in fiscal 1961, a profit gain to $450,000 (65¢ a share on 700,000 shares) from $394,602 (66¢, on 600,000 shares).

RCA has sold 991,816 of its 1,158,563 Whirlpool common shares to Whirlpool, in connection with latter's offer to purchase one million shares from stockholders at $28 a share (Vol. 2:41 p12).

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WEEKLY
Television Digest

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The authoritative service for executives in all branches of the television arts & industries

SUMMARY-INDEX OF WEEK'S NEWS

Broadcast

TV-RADIO—READY, WILLING, ABLE, in Cuban emergency. Ten stations help get govt. messages through to Cubans. Security guide issued. Conelrad remains in effect. President Kennedy, White House News Secy. Salinger, praise broadcasters (p. 1).

U. S. EXTENDS GLOBAL HAND TO EBU, networks proposing "World Broadcasting Union," "Town Meeting of the World," supplying new TV stations with world's best. Networks, USIA welcome foreign broadcasters at first U. S. meeting (p. 2).

FIRST NATIONAL NIELSENS give CBS top score and over-all edge. Other networks predict CBS victory may be short-lived on basis of later audience trends. Meanwhile, numbers game is major indoor sport at network hq's (p. 3).

NAB CONFERENCES—COLLINS' STOCK RISING as he belts FCC for Chicago-type hearings, pries crack in House door against TV-radio, attacks radio overcrowding, pushes for moderate program form, etc. (p. 3).

CATV REGULATION—HIGH FCC & NAB PRIORITY shown in Commission staff recommendations, NAB conference discussions. Chances of new law good in Senate, poor in House (p. 4).

Consumer Electronics

INDUSTRY READY for quick mobilization in case of 'limited war.' Minimum dislocation seen because of currently idle capacity; Korean War framework and regulations, still in effect, could be adapted quickly (p. 7).

COLOR-TV DATA, released by Census Dept., indicate 147,000 sets were made last year, but data is challenged as inaccurate or misleading (p. 7).

ALL-CHANNEL-SET REACTIONS filed in comments on FCC proposed rules range from "reasonable" through "good beginning" to "electronic junk" (p. 9).

SEMICONDUCTOR MARKET STILL BEARISH: Texas Instruments, Thompson Ramo Wooldridge & Clevite note profit squeeze and latter says 4th-quarter prospects are "tempered" by "difficulties" in semiconductor business (p. 10).

GLOWING FINANCIAL REPORTS continue to pour in. Magnavox and GT&E score record sales and earnings in both first 9 months and September quarter; Westinghouse nets 60% profit gain for first 3 quarters; Muntz TV closes fiscal year with record sales and sharp profit jump (p. 10).

TV-RADIO—READY, WILLING, ABLE: TV-radio is doing itself proud in Cuban crisis, found its contributions acknowledged quickly & fully at highest govt. levels. (For manufacturer activities, see p. 7.)

Most direct contribution was enlistment of 10 broadcasters' facilities for beaming of Voice of America messages to Cuba in Spanish and Portuguese—using range of frequencies which greatly enhanced probabilities of reception there. Participating stations: WGBS, WMIE & WCKR Miami, WSB Atlanta, WCKY Cincinnati, WKWF Key West, WWL New Orleans, KAAY Little Rock—plus international stations WRUL N.Y. & WGEI San Carlos, Cal.

FCC Chmn. Minow, at NAB fall conference luncheon in Washington Oct. 25, described how, in minutes, White House News Secy. Salinger had station owners' or managers' assurance that their full facilities were at govt. disposal. Evening prime time and night have been used for the VOA programs. "It's a proud moment for the broadcasting industry," Minow said, "in the highest standards of public interest." Similar commendation was offered by Salinger to same group that morning, as he took time to come over and address meeting. And President Kennedy wired thanks to stations involved.

Foregoing is in addition, of course, to basicly brilliant job of news coverage presented by in-

dustry. A few security bobbles were reported, before the White House issued 12-point guide to media, describing kind of data to be blacked out. NAB quickly reproduced guide, sent copies to all stations.

Old Conelrad system remains in force, FCC Defense Comr. Bartley said, noting that it's still under review. Basically, it provides that in an alert all TV & FM stations go off air, while participating AMs go to 640 & 1240 kc. All govt. & industry executives with emergency responsibilities were alerted, and dispersal plan was warmed up. FCC monitors taped Cuban broadcasts, sent text to State Dept. & USIA. President's Oct. 23 address was beamed to Europe via Telstar. VOA massed its heaviest barrage of transmitters to get its messages behind Iron Curtain Oct. 25—52 transmitters repeating 30-min. program 7 times.

There were no sudden new orders to industry. Speaking generally, industry stood by, ready to supply President, Defense Dept. and civilian defense officials with facilities to reach public.

U.S. EXTENDS GLOBAL HAND TO EBU: Presence of European Broadcasting Union members in U.S. stimulated broadcast industry & govt. into ampleness—of ideas & hospitality. Score of European countries were represented, as were Canada, Australia & Japan, in the discussions & festivities—first EBU conference outside Europe.

Each of the TV networks gave visitors a lunch, as did USIA in Washington. NBC Chmn. Robert Sarnoff led off with proposal for "World Broadcasting Union" comprising broadcasters, including private & govt. operators. He suggested that new WBU could serve as "nerve center" for handling program availabilities, for coping with time differentials, for arranging translations, for smoothing out differences in technical standards, for "development of uniform measures affecting artistic, business and labor interests."

Next luncheon featured Donald Coyle, pres. of ABC International TV Inc., who urged EBU to supply their best programs to new TV nations—and he outlined ABC's own overseas activities (see p. 6).

"Town Meeting of the World" program, via Telstar, is scheduled by CBS for next spring—CBS Pres. Frank Stanton disclosed to EBU guests. "We will enlist the wisest, best-informed men & women from all the participating nations," he said, "select a moderator who elicits the respect of the world and, in counsel with the best advisors we can find, choose a subject of world-wide interest & urgency. It will be frankly experimental, but we hope that it will set a pattern or at least establish a precedent for broadcasts of similar intent in the future." Though regular satellite TV service may be 4-5 years away, he said, "it's too important to leave entirely to chance evolution."

Stanton also touched on one of toughest problems—getting right kind of machinery in U.S. to achieve "more expeditious" handling of program exchanges. This was reference to different functions of American TV-radio and govt.—which sometimes confuses foreign broadcasters accustomed to dealing with central authority, usually govt.

And don't forget the commercial aspects, TvB Pres. Norman Cash warned, just returning from Europe, saying that American & foreign telecasters can learn from each other, that countries with non-commercial TV should use TV's economy-stimulating impact.

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Greater European-American program cooperation seems certain as result of this first EBU meeting held in U.S. American host group, consisting of the 3 commercial networks, NET and USIA, was continued to study feasibility of setting up structure here for world-wide broadcast cooperation. NET Pres. John F. White continues as chairman, with first meeting scheduled Dec. 5.

Other EBU actions: (1) Proposed "project of truly international programming" for July 23, 1963, to celebrate first anniversary of Telstar. (2) Adopted procedures for TV transmissions via Telstar, subject to final arrangements to be worked out jointly in U.S., Canada & Europe. (3) Program committee studied proposals for greatly expanded non-live program exchanges via film & tape. (4) Technical committee discussed problems of standards conversion, color, FM stereo—although final standards in Europe for color & stereo await further field-testing. U.S. FM stereo system is being tested now; most European countries are field-testing French Secam and American NTSC systems.

Delegates agreed that meeting paved way for expanded world-wide program exchanges. Following session, EBU Pres. Olof Rydbeck, dir. gen. of Swedish Bcstg. Corp., put it this way: "The results were extremely encouraging for the first meeting of European & American broadcasters."

SEASON'S FIRST NATIONAL RATINGS: Nielsen numbers game was being played busily in N.Y. last week among broadcast executives & admen. Those networks and shows which scored big numbers pointed to them joyfully. Those with smaller numbers busied themselves explaining the big numbers, or pointing to trends. Here are highlights from first of the October national Nielsens:

• The Grand Yardstick: When the average-audience ratings for each network's nighttime lineup were combined, pattern looked like this on a Mon.-Sun. 6-11 p.m. basis: CBS-TV—19.7; NBC-TV—18.0; ABC-TV—13.0. To CBS, such figures were more than current victory in Nielsen sweepstakes. Year ago, CBS's nighttime rating level was 1% behind NBC, and 27% ahead of ABC. This year, it was 9% ahead of NBC, 51% ahead of ABC.

• CBS ("We have the top shows"): CBS seems to have regained its touch in picking click shows. Paced by top-rated "The Lucy Show" and "Beverly Hillbillies" in a tie with "Bonanza" for 4th place, CBS's new and old shows did well indeed, scoring 4 in top 5, 8 in top 10, and 25 in first 40.

• NBC ("We're catching up fast"): NBC officials, last week, sounded not unlike their ABC counterparts back in days when ABC put heavy stress on ratings in key 3-market stations to predict greater strength in future. NBC turned from national Nielsen to Multi-Network Area Nielsens, which covered longer period (to Oct. 14 for MNA's, vs. Oct. 7 for nationals). NBC's point: Several new shows on NBC give indication of rating growth. "Sam Benedict" (Sat. 7:30-8:30 p.m.) started with 17.0 audience share, built it to 25.0 in last week of MNA's. "Du Pont Show of the Week," "Joey Bishop," "Ensign O'Toole" were among others apparently growing at CBS's expense.

• ABC ("We started late"): Heavily-film nighttime lineup on ABC was still in summer rerun cycle when CBS and NBC shows began to debut, ABC officials explained last week. Also, ABC is convinced that start of new comedy shows on CBS will bring lots of "sampling curiosity," and that audiences will drop as season progresses. Like NBC, ABC cites "trend strength" in the MNA reports, is betting that action shows such as new hour-long "Combat" and "Gallant Men" series will work up rating ladder, since their audience shares are growing at expense of NBC and CBS.

Just how significant early Nielsens were was largely matter of where your paycheck came from, it seemed. Last week, CBS sources were confident that lead would be held, NBC sources predicted a close race by season's end, and ABC sources stated flatly "The ball game's far from being wrapped up." Time, and more Nielsens, would tell all.

NAB CONFERENCES—COLLINS' STOCK RISING: NAB fall conferences proceeded at brisk clip in Chicago & Washington last week—distinguished particularly by Pres. Collins' stronger & stronger championship of TV-radio vis-a-vis govt.

In Chicago, Collins blasted—as he did before—hearings such as Commission conducted on Chicago TV stations' programming. "It was," he said, "and still is, my judgment that it was indefensible for the FCC to bring a group of TV stations to a local side show public whipping post, when their applications for license renewals were pending, and in a proceeding which did not conform to the requirements of license renewal hearings."

Among other Collins' projects welcomed by broadcasters: (1) FCC-industry study of too-many-radio-stations—but pitched to tighter engineering standards, not to FCC weighing of economics or programming. (2) FCC program-form revisions—expected to be much-tempered from original proposals, because of NAB-sponsored FCC-industry "shirt-sleeve" sessions. (3) Strengthened Codes, to keep govt. off industry's neck. (4) Research into public's programming & commercial wants & needs—providing "life insurance" for future profits. (5) Editorializing—increasing prestige & influence of TV-radio.

But what particularly tickled Washington audience was Collins' disclosure that he & NAB vp Howard Bell had chipped a chink, at least, in House wall against TV-radio coverage. They've had "cordial & useful" talks with Speaker McCormack (D-Mass.) and Rules Committee Chmn. Smith (D-Va.), he said, and latter has promised hearings next session on proposals to ease ban, at least experimentally. And for windup, Collins stated: "Broadcasting is still the noblest career any man can choose."

Pleasing conferees in Washington, too, was appearance by White House News Secy. Salinger, who

commended broadcasters for speed & efficiency of cooperation in Cuban crisis—a view echoed by FCC Chmn. Minow at luncheon (see p. 1).

Many of last week's presentations were reruns of previous week's (Vol. 2:43 p1), but among added attractions were Code presentations:

(1) TV Code Mgr. Edward Bronson was delighted to sound "a happy note about crime, violence & prurient sex, which were subjects of great hue & cry during the 2-year period ending last Spring. . . . One reason you do not hear the shrill screams of the past about these subjects on TV is because rarely nowadays are there occasions warranting such complaints." Bronson also reported on plans of TV Code Review Board to give Code's commercial standards "major review."

(2) Radio Code Mgr. Charles Stone, with far tougher job of trying to reach stone-deaf ears of some hard-scrabbling radio operations, warned again of efforts within FCC to freeze Code's commercial limitations in Commission's rules and apply them as law-of-the-land. (Comrs. Lee & Minow, incidentally, brought subject up in Commission meeting again last week—got no majority support, yet.)

NAB isn't trying to scare radio broadcasters into Code membership by citing this FCC activity, Stone said: "This visible, disembodied spirit is not a goblin conceived by NAB. We have not raised the spectre of fear, but we are spectators who see an ever-growing ghost of things to come—if the utterances of some eventually become the law of the broadcasting land."

Hemorrhoid commercials will be dropped by 3 of the 4 radio stations facing expulsion from Radio Code (Vol. 2:41 p3), NAB announced; 4th station resigned from Code. Actions by the 4 ended NAB drive against 34 radio stations carrying commercial; 21 previously dropped the spots, 9 resigned from Code.

CATV REGULATION—HIGH FCC & NAB PRIORITY: Control of CATV systems, to reduce or eliminate possible economic impact on TV stations, has become a major goal of FCC & NAB. Commission staff has told commissioners they believe CATV systems will seriously jeopardize some existing stations and prevent establishment of many new ones. They assert that, of all FCC recommendations for new laws to next Congress, CATV control bill should have highest priority of all. Staff also says that legislation sought should differ from that proposed before—in S-1044 & HR-6849—but that details are yet to be spelled out.

NAB is giving CATV important attention in its fall conferences—featuring discussions by Exec. vp Vincent Wasilewski, Gen. Counsel Douglas Anello and Asst. to vp for Govt. Affairs Hollis Seavey. Last week, Wasilewski again asserted that NAB isn't against CATV "as such," rather seeks to protect small stations. Anello reviewed 5 pieces of CATV litigation, said telecasters are ahead in 2, behind in 2, even on other.

Seavey pointed out vital fact that Chmn. Harris (D-Ark.) of Commerce Committee has made it clear he doesn't go for CATV bill. He said chances of passage in Senate are good.

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Marriage of pay-TV and CATV features in plans of International Telemeter, Pres. Howard Minsky said in N.Y. Oct. 26. He said firm's labs had been working on "compatibility of CATV with Telemeter" and that system was ready to go. He estimated U.S. CATV systems now have 1.1 million subscribers.

Series of Telemeter-CATV meetings has been held in past 10 days with at least 3 top (unidentified) CATV operators, said Minsky. Future of pay-TV "rests with wired systems, rather than on-the-air," he said, although he added that Telemeter—which was originally planned as on-air system—had broadcast version which might be used overseas.

First U.S. wired pay-TV system will probably be Telemeter deal with Home Theatres Inc. in southwest (Vol. 2:38 p2). HTI, Minsky said, "has its sights on 4 major cities, and one has already been mapped." No target date for a start was given, and Minsky said it would take "at least 10 months" to set up system.

Other Telemeter plans for future involve proposed pay-TV system for England, France, W. Germany; theatre-TV deals on major sports & special events; continuation of Toronto area pilot operation, and establishment of a "pay-TV newsletter" for trade. Minsky described Etobicoke experiment as "screaming success," while admitting "we have not made money but never expected we would."

Personals

State broadcaster assns. presidents elected: Ala., **Hugh M. Smith**, WCOV-TV Montgomery; Ind., **Don Menke**, WFBM-TV-AM-FM Indianapolis; Ky., **William M. Whittaker**, radio WMOR Morehead; Tex., **Jack J. Roth**, radio KONO San Antonio.

William Self, production executive, promoted to head of 20th Century-Fox TV activities, replacing **Peter G. Levathes.**

FCC Comr. **Frederick W. Ford** speaks at Nov. 9 luncheon of Ohio Bcstrs. Assn. annual convention . . . **Philip Conway** promoted to ABC Films eastern div. mgr.

Donald H. McGannon, Westinghouse Bcstg. pres., named to special committee to establish a coeducational Catholic college in Bridgeport, Conn. Diocese.

Herbert F. Solow, ex-CBS Daytime Programs Hollywood dir., appointed NBC-TV West Coast Daytime Programs dir.

A. Prose Walker, onetime NAB engineering dir., promoted to asst. to vp, Cedar Rapids Div., Collins Radio.

Ronald M. Gilbert promoted to CBS Radio spot sales N.Y. mgr., succeeding **Ralph L. Glazer**, who becomes Westinghouse Bcstg. national radio sales mgr. . . . **Bill O'Donnell**, ex-G. H. Walker Co., appointed CBS Radio spot sales St. Louis mgr.

Art Gilmore, Hollywood TV announcer, reelected national pres. of AFTRA . . . **Jack Garrison**, ex-NTA midwest mgr., appointed Teledynamics Corp. midwest sales mgr., St. Louis.

William Schrank promoted to Avery-Knodel TV-radio research dir., succeeding **John F. Wade**, who takes similar post at WFIL-TV-AM-FM Philadelphia . . . **Donald A. Norman**, former KRCA Los Angeles gen. mgr., appointed sales coordinator, Broadcast Clearing House, N.Y.

William C. Wendt, ex-Radio Advertising Bureau, named Metromedia corporate advertising mgr. . . . **Jack Hardingham** leaves own market development firm to become Meeker Co. TV sales development dir.

George Norford, NBC policy editor, named a consultant to N.Y. State Commission for Human Rights . . . **Marge Injasoulian**, ex-WISN-TV Milwaukee, named KOOL-TV & KOOL Phoenix promotion dir.

Lilly Perez, ex-Aceros del Norte Steel Corp., Mexico City, appointed KMEX-TV Los Angeles program mgr. . . . **Jack Belt**, ex-WRDW-TV Augusta, Ga. news dir., named to similar post at WLOS-TV Asheville, N.C.

Harold Heath, ex-WHO-TV-AM-FM Des Moines asst. mgr., named WOC-TV Davenport sales mgr. . . . **John M. Snyder** promoted to WFBG-TV-AM-FM Altoona business development dir., a new post.

Scott Avery, ex-WKTV Utica publicity dir., named to similar post with KCOP Los Angeles . . . **Sheldon Fisher** promoted to WTHI-TV-AM-FM Terre Haute publicity dir.

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Broadcasters' Promotion Assn. convention Oct. 28-31 at Holiday Inn Central, Dallas, includes sessions on 19 topics ranging from "Building the Station Image" to "On-The-Air Promotion." Top-level broadcasters will speak at each session—NAB Pres. Collins keynoter at Oct. 29 luncheon.

Two more political-time rulings by FCC last week: (1) Commission ruled "news event" must be construed narrowly, in weighing exemptions to equal-time requests. Cal. Prohibition Party candidate for governor, Robert Wyckoff, asked for time equal to that given by many Cal. stations to a Nixon-Brown debate at a UPI convention in San Francisco. CBS & NBC argued that they didn't stage the debate and that it was a bona fide news event. Commission answered that almost any candidate's appearance could be called "news event," under that reasoning, and thereby emasculate Sec. 315. Commission also said it couldn't agree that staging of debate by UPI made any difference. (2) Spokesman for Cal. Gov. Brown asked for time on KTTV Los Angeles to answer attacks by station commentators Tom Duggan & George Putnam, was refused, complained to FCC. Commission ruled that "fairness doctrine" demands that station send transcript immediately to candidate attacked, give him time to respond on air. In past, Commission hasn't evaluated "fairness" so quickly; rather, it considered station's performance over longer period of time.

U.S. govt. restrictions on TV program exports to Communist Bloc nations is great boon to Russia, TV program Export Assn. contends. TPEA Pres. John C. McCarthy urged USIA's Informational Media Guarantee Div., which must okay U.S. TV program shipments to bloc countries, to reconsider criteria for shows for Poland & Yugoslavia. He said IMG permits export only of non-entertainment shows, which these countries won't use, and Russian productions get the air time instead. IMG officials agreed, said they would reconsider some earlier judgments.

RCA's transistorized TV tape recorder, shown at NAB conventions in 1961 & 1962, is now in commercial production, and initial shipments were made last week. Bcstg. & Communications Products Div. vp C. H. Colledge said first 2 broadcast units went to ABC-TV News, Washington, and first non-commercial recorder was delivered to Navy Photo Labs, for use in producing training films. Camden plant is committed to 2-shift basis "well into next year" to fill orders, he said. The modular-built 750-transistor unit is "in $60,000 price range."

"Closed-circuit theater TV scored a comeback after the knockout blow" of Liston-Patterson bout (Vol. 2:42 p2), wrote *N.Y. Daily Mirror* sports editor Dan Parker after viewing Gene Fullmer-Dick Tiger middleweight fight Oct. 23. Handled by Graff, Reiner & Smith Enterprises and using TelePrompTer facilities, fight was piped to 53 big-screen locations in 48 cities, plus 71 CATV systems. TelePrompTer Pres. Irving B. Kahn cited reports that picture quality was "excellent" and "there were no outages" as in Liston-Patterson fight.

Big shindig at Gracie Mansion Nov. 1 is planned by N.Y. Mayor Wagner for takeover of FCC's uhf station (WNYC-TV)—ceremony to be attended by N.Y. congressional delegation, leaders of House & Senate Commerce Committees, FCC members, managers of N.Y. TV stations, et al.

"American Pageant of the Arts," Nov. 29 2-hour closed-circuit telecast to raise funds for proposed National Cultural Center (Vol. 2:39 p6), will also be carried by CATV systems. Theatre Network TV, handling telecast, termed it "most important special TV program ever available to community antenna systems."

"Most ambitious program-buying & sales-representation services ever conceived internationally" is now being operated by ABC International TV Inc., Pres. Donald W. Coyle told ABC luncheon for EBU meeting delegates last week. He said ABC International now has 22 associated stations in 14 countries, and outlined these expansion plans: (1) Venezuela's 5-station VeneVision network will soon add "at least 2 more stations." (2) "In Ecuador, we introduced TV to Guayaquil and have tentative plans to add another station in the capital city of Quito." (3) In Philippines, where ABC has "relationship with the Republic Bcstg. System which currently operates 3 radio stations and the leading TV station in Manila," addition of at least 2 more stations is anticipated in "very near future." (4) ABC is affiliated with News Ltd. in operation of Adelaide, Australia station, and TV holdings may be expanded "shortly."

Denial of license renewal for Arizona microwave facility serving CATV system has been recommended by FCC Examiner Asher H. Ende. Microwave is owned by Irving W. Brayer, serves his CATV system in Douglas. In initial decision, Ende said that since facility is not used by public subscribers who are not affiliated with Arizona Micro-Wave, company hasn't demonstrated necessity for continuing to hold itself out as a common carrier.

Dynamic demonstration of new Tele-Beam projection TV equipment (Vol. 2:40 p7) was arranged hastily Oct. 22 at Philadelphia convention of National Assn. of Educational Bcstrs., when set was hooked up to let delegates see & hear President Kennedy's emergency address on Cuban situation. Jack Poppele, who heads Tele-Measurements, distributor of the $2,500 system, said 7 orders were received for TV projectors from educators at convention.

Washington politicos should keep hands off TV, leave it to FCC & public, KDKA-TV's Marie Torre told Pittsburgh Ad Club last week. Former *N.Y. Herald Tribune* columnist said that "all too frequently a politician will use TV as the whipping boy when he finds himself in need of a publicity boost rather than leaving the affairs of broadcasting in the capable hands of the governmental agency responsible."

NBC's controversial tunnel program (Vol. 2:43 p5), scheduled to be telecast Oct. 31, has been postponed "indefinitely" due to the "critical international situation," network announced last week. Although State Dept. hadn't asked NBC to cancel show, showing construction of escape tunnel between East & West Berlin, network said it's "not an appropriate time" to show film.

Catholic Apostolate of Radio, TV & Advertising, N.Y., will hold 15th annual Communion & Breakfast Nov. 11. Mass is at St. Patrick's Cathedral at 9 a.m., breakfast at Waldorf Astoria Grand Ballroom at 10. Speakers will be "Project Hope" Pres. Dr. William B. Walsh & actress Irene Dunne.

U.S. TV homes have reached 50-million mark, TvB reports, stating that sets in use total over 59 million, will soon surpass newspaper circulation of 59.3 million. TvB said more than 91% of homes have TV—Northeast area leading with 94%, East & Central 92%, West Central 91%, South 85%.

FCC seeks $16,118,980 budget for fiscal 1964, has made its pitch to Budget Bureau which recommends final sum requested of Congress by President. Congress granted Commission $14,486,000 for fiscal 1963 (Vol. 2:41 p3).

Young TV audience is target of 2 new books. *For the Young Viewer* (McGraw-Hill, $5.95), by Dr. Ralph Garry, Frederick B. Rainsberry & Charles Winick, describes recent children's programs, suggests methods of improving content. *Television and How It Works* (Prentice-Hall, 72 pp., $2.95) by Eugene David, describes medium's workings to 8-11 age group. Career of broadcasting pioneer Ira Hirschmann is reviewed in autobiography, *Caution to the Winds* (David McKay Co., $4.95).

ETV control console requiring only one operator has been introduced by GE. It's designed for school districts starting ETV systems, handles broadcast & closed-circuit operations. At NAEB convention in Philadelphia, Conrac TV showed new display equipment designed as "demonstration center" for group instruction of 100 or more students.

Wide diversity of product preferences in various sections of country is outlined in 1962 Brand Comparison Report released by TvAR. Study gives market-by-market comparisons of 500 brands in 12 major product categories in 8 major markets. Copies available from: Robert M. Hoffman, TV Advertising Representatives, 666 Fifth Ave., N.Y. 19.

Nuclear sub *U.S.S. George Washington* is subject of NBC News color special, "Polaris Submarine: Journal of an Undersea Voyage," scheduled for Dec. 19, 10 p.m. Six-man network crew, first ever permitted on extended mission with an atomic sub, spent 16 days aboard.

Commercials won't be carried on France's 2nd TV channel, due to start in March 1964. Robert Bordaz, head of state-owned TV-radio system, hinted he believes commercials might cut into revenues of newspapers & magazines, also lower quality of new station's programs.

First World Educational Broadcasting Assembly will be held in Europe in May 1963 with theme "Enlightenment through Broadcasting." Purpose is to study & exchange information and ideas on educational broadcasting. NAEB Pres. William G. Harley is WEBA pres.

Broadcast Development Corp., headed by Robert G. Baal & John E. Upston, has been formed with hq at 342 Madison Ave., N.Y. It plans acquisition of TV & radio properties, other communications activities.

"Two Before Zero," first feature film released by Fred Niles Communications Centers will premiere at N.Y.'s Palace Oct. 31. It's 90-min. "dramamentary" on Communism, starring Basil Rathbone & Mary Murphy.

NBC International's Public Affairs Assn. has been joined by stations in Argentina, Guatemala, Panama, Puerto Rico & Venezuela. Members televise at least one NBC public affairs program weekly.

New editorialists: WCBS-TV N.Y., planning to take positions frequently, presented by Gen. Mgr. Norman E. Walt, Jr.; WJW-TV & WJW Cleveland, daily, through voice of Editorial Dir. Norman Wagy.

History & status of ETV are outlined in 4-page informational bulletin (No. 16-B), available from FCC, New Post Office Bldg., Washington 25.

Two new CATV systems to serve Lafayette, Alamo & Danville, Cal., will be built by Cable-Vision of Walnut Creek, Cal., construction to begin about Dec. 1.

"The Viewer" is new name of "NAB Newsletter," published monthly by National Audience Board; change reduces confusion with National Assn. of Bcstrs.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

INDUSTRY READY FOR QUICK MOBILIZATION: If new "limited war" situation should arise—over Cuba, Berlin, or any other cold-war hot spot—electronics industry would find itself far better prepared now than it was at time of Korean outbreak. Short of really extensive hostilities, it's unlikely there would be serious shortages of consumer electronic items or panic over raw materials.

Industry currently is operating far below capacity—EIA estimates production could be raised 15-20% on single-shift basis, without curtailing consumer-product output. On 2 shifts, many firms' military output could be doubled without cutting into consumer capacity.

When Korean war broke out in 1950, confusion & dislocation resulted in this & other industries, principally over raw materials & parts. There was a year of pandemonium before allocations & priorities were settled equitably and relatively smooth-running system was set up.

Govt. officials say this can't happen again. For one thing, raw materials capacity has been increased, new sources & substitutes developed. For another, govt. materials regulation system finally evolved through travail of Korean limited war has never been disbanded. Defense Materials System (DMS), self-allotment plan for priority military & atomic energy orders, is still in effect and in everyday use. System controls use of all materials through 3 major metals—steel, copper, aluminum.

DMS is now on simplified cold-war basis, but machinery can accommodate any immediate requirements of stepped-up mobilization & expansion of military production, while protecting against dislocation in civilian market. In event of hotter war or all-out mobilization, emergency measures—such as complete allocation of military & civilian material—could be accomplished through framework of Defense Production Act, still in effect.

Another asset to quick mobilization is govt.'s "executive reserve," in which more than 2,500 industry officials are ready for assignment either in Washington or locally to assist in changeover to more military-oriented economy. Some 1,400 of these officials are in Commerce Dept. reserve, and they're top officials—largely production executives—of every U.S. industry. About 40 electronics industry executives are in this group, already cleared for govt. work. From these ranks would come the $1-a-year men & top salaried industrial mobilization officials. By coincidence, Commerce Dept's civilian reserve held its annual meeting in Washington last Mon., Oct. 22, day of President Kennedy's emergency message on Cuba.

Electronics Industry's point of contact with govt. in case of industrial mobilization—for materials allocations & protection of civilian industry—is Electroncs Div. of Commerce Dept.'s Business & Defense Services Administration (BDSA). Division is headed by E. MacDonald Nyhen. So smoothly is machinery running in govt.'s industry liaison branches, that even during worst of last week's crisis there was no necessity to issue special preparatory orders or mobilization plans.

CONTROVERSY OVER GOVT. COLOR-TV DATA: Unpublicized report issued by govt. last August is causing some raised eyebrows in industry, and controversy at Census Dept. It's based on survey of all TV manufacturers and gives factory shipments of color sets in 1961 as 147,000 units at $55,766,000, or average value of $379.36 per set.

Report wasn't secret—it's available to anyone for 10¢. It's Bureau of Census' Current Industrial Report series M36M(61)-1, subtitled "Home-Type Radio Receivers & Television Sets, Automobile Radios, Phono-

graphs & Record Player Attachments." What's surprising about it is: (1) that it lists color TV factory sales, apparently in contravention of govt. policy not to disclose information about any individual company (RCA is only company making color tubes), and (2) that figures are lower than industry had assumed. Figure generally used for 1961 color TV sales is 180,000.

It's understood one TV manufacturer has protested to Census Dept. that color TV figure is incorrect, and asked for recount. We asked Dir. Maxwell R. Conklin of Census Bureau's industry Div. about the figure. He said it was obtained from replies to questionnaires sent all TV manufacturers.

"There's some question whether all reports were correctly submitted. There's a possibility that when we look into it further, it might be necessary to revise it. We did discuss this with one producer of color TV in an attempt to get clarification. After all, this is the first time we've counted color TV separately."

Color TV statistics are presented as sub-item under "Console & Consolette Models" heading, leading to some speculation that presentation in questionnaire may have caused some manufacturers not to include color table models—but Conklin maintained it was complete census of color TV factory shipments.

RCA had no comment at week's end, but another manufacturer of TV sets said govt. figure for 1961 was "25% below the estimate on which we had based our color plans" and it was determining now whether to make revisions.

TV-RADIO PRODUCTION: EIA statistics for week ended Oct. 19 (42nd week of 1962):

	Oct. 13-19	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	137,618	145,383	156,060	5,302,672	4,857,198
Total radio	461,783	475,759	448,697	15,137,657	13,345,045
auto radio	172,799	187,932	160,009	5,436,801	4,176,813

TOPICS & TRENDS

Magnavox introduced its first FM stereo table model last week. New "Premiere" at $149.95 has trapezoid-shaped wood cabinet similar to that used on previous Magnavox AM-FM radios, with 8-in speakers on both sides. For greater separation, extension speaker with 20-ft. cord is priced at $39.95; it contains two 8-in. speakers for 2nd channel, while both speakers in radio reproduce first channel. Also introduced was wood-cabinet "Savoy" monophonic AM-FM radio at $59.95.

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AT&T has developed device for facsimile transmission of charts, documents & drawings over regular telephone lines. Equipment will become available in limited quantities during 1963's first quarter, will enable owners of compatible facsimile machines to transmit printed material at regular telephone rates.

■

Electronic Automatic Exchange has been developed by GT&E to supplant conventional mechanical means for telephone switching operations. Pilot model is being manufactured for field test installation next year at Portage, Ind. It promises new telephone services as well as faster, more economical operation.

Seminar on uhf set servicing & installation, addressed by FCC Comr. Lee and his engineering asst. Robert Weston, is scheduled in Washington Nov. 20 by EIA and Electric Institute. EIA plans summary for national distribution. Lee said he hopes idea catches on in other cities.

GE's 3rd "sales & display" city (Vol. 2:40 p9) is Kansas City, Mo. Jack Saur, GE dealer sales mgr., said plan will be fully operative there by year's end. Plan is in operation in Salt Lake City & Memphis.

Resigning from Institute of High Fidelity Mfrs. as of year's end, Fisher Radio Corp. criticized group's preoccupation with campaign to repeal hi-fi excise taxes with "no hope of success," methods in which its component hi-fi promotion campaign is being conducted, and "consistent failure" to represent all segments of component hi-fi industry.

"Penncrest" is J. C. Penney's private-label name (Vol. 2:40 p10) for Hotpoint-manufactured major appliances which will be introduced in selected stores next spring.

ALL-CHANNEL REACTIONS: Comments on FCC's proposed all-channel-receiver rules (full text, Sept. 17 Special Supplement) were relatively few at deadline last week. Among comments:

(1) Zenith Pres. Joseph Wright said that April 30, 1964 cut-off date for manufacture of vhf-only sets is "reasonable." However, he said there should be no cut-off date of Dec. 31, 1964—or any other time—beyond which there should be no interstate movement of vhf-only sets. "It seems unlikely," he said, "that a significant number of such non-complying receivers would remain unsold 8 months after their manufacture, and any restriction on the sale or resale of such receivers . . . could be confiscatory." He also urged that present radiation limits on uhf tuners be retained at least until Dec. 31, 1965.

(2) Philco's E. S. Brotzman, dir. of product engineering, consumer products div., urged exemption for receivers used in places served by multiple-distribution systems—such as hotels & motels.

(3) EIA's L. M. Sandwick, staff dir. of consumer products div., noted that uhf oscillator tube 6AF4A has been found to have short life. He said manufacturers are aware of this, working on it, and "in my opinion, these measures will prove successful." He also said that work on semi-conductors for uhf tuners is proceeding rapidly.

(4) J. G. Rountree, Austin, Tex. broadcast consulting engineer, asserted flatly that FCC's proposed standards are for "electronic junk." He said uhf broadcasters will be "sadly disappointed and disillusioned." "I can only hope," he said, "that the expected improvement will come about. . . . The effect of 'normal competitive forces' appears to have been in the direction of forcing reductions in cost leading to reduction in design quality as a means of meeting price competition."

(5) W. L. Putnam, chmn. of uhfers' Committee for Competitive TV, caustically said FCC "would appear to be bending over backward in appeasing the manufacturing industry." He urged FCC to require that uhf be just as casily tunable as vhf and that performance at high end of uhf band be good.

(6) AMST, through counsel Ernest Jennes & Edgar Czarra, termed standards a "good beginning," said target dates seem reasonable. AMST said, however, that standards proposed actually aren't as high as found in uhf sets examined by TASO several years ago.

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Factory transistor sales in August gained in unit volume but declined in dollar value. Same pattern prevailed in year-to-date sales. EIA's August report shows sales of 20,369,281 transistors valued at $24,128,668—compared with Aug. 1961's 17,193,860 units at $25,155,627. Cumulatively, Jan.-Aug. sales totaled 158,829,401 units—up from year-earlier's 117,104,130. Dollar value, however, trailed by nearly $6 million—$193,841,914 vs. $199,781,787 in Jan.-Aug. 1961. Here are EIA's figures:

	1962		1961	
	Units	Dollars	Units	Dollars
January	17,238,376	$ 21,459,598	12,183,931	$ 22,955,167
February	20,239,880	24,151,155	13,270,428	25,699,625
March	22,932,655	28,202,422	15,129,273	29,815,291
April	19,621,048	25,097,960	15,072,064	27,388,278
May	21,217,919	24,951,738	15,128,181	25,113,042
June	21,776,037	26,374,356	17,899,005	26,148,746
July	15,434,205	19,476,017	11,227,388	17,506,011
August	20,369,281	24,128,668	17,193,860	25,155,627
Totals	158,829,401	$193,841,914	117,104,130	$199,781,787

Trade Personals

R. L. Beam elected Hazeltine pres. & chief exec. officer; **W. M. McFarland** named chmn. They succeed **W. H. Wilson**, resigned, who held both posts.

Richard T. Orth appointed Eitel-McCullough vp & gen. mgr., a new post . . . **Hoyt P. Steele**, mgr. of GE's antitrust settlement & litigation operation, and **Dr. Lyman R. Fink**, Atomic Products Div., gen. mgr., elected vps.

Donald S. Parris advances to asst. dir., Office of Scientific & Technical Equipment, Commerce Dept.

Larry L. Malin, former Sylvania Home Electronics district sales mgr. in Los Angeles & onetime Admiral Sales Corp. vp, has acquired half interest in Seaman Industries, Los Angeles electric housewares manufacturer, and assumes new post of exec. vp.

Gene H. Kile, ex-Warwick Mfg., appointed Sylvania Home Electronics design mgr. . . . **W. W. Garey** appointed publisher of *Electronics* magazine.

Mark Edwin Richardson II, ex-FTC trial attorney, joins EIA Oct. 29 as asst. gen. counsel.

S. David Feir, onetime Sylvania & Allen B. DuMont Labs, has joined sales staff of BSR (USA) Ltd.

G. H. Myers, RCA Tube Div. field salesman retires Oct. 31 after 32 years with company . . . **Frank X. Banko** named RCA Tube Div. distributor ad & sales promotion mgr.; **Harvey M. Slovik** named equipment ad & sales promotion mgr.

L. S. Hudgins Jr. named Philco Finance Corp. operations vp . . . **Robert L. San Soucie**, ex-Sylvania, appointed vp & technical dir. of Emerson Electric's renamed Electronics & Space Div.; **Richard L. Loynd** appointed programs vp.

Dr. Brian Dale, ex-Transitron Electronic, named Sylvania Semiconductor Div. advanced device research mgr.

Edward J. Gannon elected vp & operations mgr. of Raytheon subsidiary Machlett Labs; **Rodney E. Nelson** named vp & mktg. mgr.; **Dr. Howard D. Doolittle** promoted to technical dir.; **John F. McGovern** named treas. in addition to controller.

J. C. Courtney Jr. named Philco Consumer Products Div. asst. sales & mktg. mgr.

Ray Gates promoted to Matsushita Electric Corp. of America consumer products dir., a new post, succeeded as sales mgr. by **Harold Tullman.**

Murray J. Siegel elected Vornado exec. vp . . . **David B. Monoson** appointed Standard Radio gen. sales mgr., headquartering in N.Y.

Obituary

Charles A. Heiss, 84, retired AT&T controller, died Oct. 20 in Morristown, N.J. Memorial Hospital. He joined AT&T in 1913, was appointed controller 7 years later, retired in 1943.

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Philco Finance Corp. has established 5 new offices: Philadelphia (headed by J. C. Royalty); Atlanta (W. D. Smith), Dallas (J. R. Rodfong), Chicago (W. R. Cowger), Los Angeles (J. F. Lawler).

Westinghouse has appointed Burns detective agency to market its Teletronics security system.

Semiconductor Market Still Bearish: Profit squeeze in semiconductor industry is reflected in financial reports released last week by Texas Instruments, Thompson Ramo Wooldridge & Clevite (see financial table). Latter attributed its 3rd-quarter profit decline to disappointing semiconductor business. Texas Instruments fell short of projected 3rd-quarter profit goal and blamed it, in part, on "continued pricing pressures in most segments of the semiconductor market."

Thompson Ramo Wooldridge noted that subsidiary Pacific Semiconductors moved into black in May for first time since general collapse of semiconductor market & prices early last year. TRW said it expects subsidiary to continue its recovery & to show a profit for the year.

Less optimistic was Clevite's report: "Prospects for the 4th quarter are good although tempered by the difficulties in the domestic semiconductor business," noted Chmn. James L. Myers & Pres. William G. Laffer. Commenting on Jan.-Sept. business, they said: "Our domestic semiconductor business experienced a shrinkage in physical volume as well as further price declines. These developments accentuated difficulties experienced earlier in the year. Major adjustments, including a realignment of operations to fit demand, are being made to meet this situation."

Clevite & Texas Instruments reported good semiconductor business in Europe.

Westinghouse Posts Big Gains: Westinghouse earnings soared 60% to $40.1 million on 3% sales rise to $1.428 billion in 1962's first 3 quarters (see financial table). Earnings in 3rd quarter nearly tripled to $14.6 million from $5.5 million on sales gain to $470.8 million from $467.1 million.

Increased profits were attributed to "continued effective cost & expense control and higher volume." Pres. Mark W. Cresap Jr. said 3rd-quarter orders increased "substantially" and total orders for 9-month period "are 12% ahead of the 1961 period." All major product groups contributed to the increases, he said.

Magnavox's Record Pace: Magnavox breezed into 1962's final period with record sales & earnings for both the September quarter & year's first 9 months (see financial table). Jan.-Sept. sales soared 53% to $136.5 million as earnings climbed 58% to $6.9 million. Sales in September quarter skyrocketed 78% to $49 million, profits rose 45% to $2.6 million.

Pres. Frank Freimann noted that Magnavox historically earns approximately half of its annual profits in final quarter of year. "Current sales indicate that Magnavox will reach another sales peak this last quarter in its consumer stereo hi fi & TV products," company said. Freimann reported that Magnavox's Astro-Sonic stereo hi-fi "is in such great demand that total sales may be limited only by [our] production capacity."

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Mergers & acquisitions: Loral Electronics & Astrex Corp. have abandoned their merger discussions (Vol. 2:38 p10). No explanation was given for termination of plan to acquire Astrex for some $10 million in Loral stock.

Ampex Corp. filed registration statement (SEC File 2-20826) for 200,000 shares of common stock, to be offered pursuant to its restricted stock option plan.

AB-PT Sets 9-Month High: "Continued record earnings" by ABC Broadcasting Div. contributed to peak operating profits scored by AB-PT in 1962's 3rd quarter and first 9 months (see financial table). Jan.-Sept. earnings rose to $8 million from $7.6 million a year ago on sales rise to $17.2 million from $16.1 million. Profit in Sept. quarter increased to $2.5 million from $1.9 million on sales gain to $5.2 million from $4 million.

Pres. Leonard H. Goldenson also notified stockholders that ABC International TV Inc. on Oct. 31 will make major presentation to leading international broadcasters and advertisers. "This presentation, the first of its kind in this country," he said, "will highlight the growth & potential of international TV, as well as the pioneering & leading position that our company has taken through its current association with 21 stations in 14 foreign countries."

GT&E Nets Profit & Sales Highs: Peak sales & profits were scored by GT&E in 1962's first 9 months & September quarter (see financial table). Sylvania contributed to surge with 44% profit gain in first 9 months. No Sylvania figures were released, but GT&E said sales of home and commercial electronic products were ahead of comparable 1961 period. Total GT&E 9-month sales rose 9% to $970.8 million, profits increased 14% to $59.3 million. July-Sept. sales gained 5% to $321.4 million, profits jumped 16% to $20.9 million.

GT&E's manufacturing subsidiaries, including Sylvania, produced record 9-month sales of $543,730,000—up some 8% from $505,560,000 in Jan.-Sept. 1961. Their earnings rose to $19,243,000 from $16,909,000 a year earlier. In September quarter, manufacturing operations posted sales of $174,519,000 (vs. $174,469,000 in July-Sept. 1961) & earnings of $6,244,000 (vs. $5,540,000).

Muntz TV's Boom Year: Muntz TV closed its 1962 fiscal year Aug. 31 with record sales & a sharp jump in profits (see financial table & Vol. 2:38 p12). Sales rose 26% to record $11.4 million from $9 million in fiscal 1961. Earnings climbed to $1 million from $662,267. Chmn. Floyd G. Dana reported "present income & sales are the highest since Muntz TV discontinued selling through company-owned stores in 1954 & began selling direct to dealers."

Company now has some 1,800 dealers, including 40 who are exclusively Muntz TV dealers & purchase upwards of 65% of production. TV-radio-stereo combos account for some 45% of total Muntz TV production; radio-stereo combos, 10-15%. Dana said newly-introduced 27-in. TVs "eventually will account for 5-10%" of Muntz TV's production. He repeated previously announced plan to introduce color TVs next year, said "we are waiting for the 90-degree picture tube."

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Alpha-Omega Corp., with assets in "multi-million dollar" range, has been formed as a personal holding company by Ling-Temco-Vought vice chmn. James J. Ling & D. Harold Byrd, a L-T-V dir. Alpha-Omega's principal assets are Ling-Temco common & preferred shares and convertible debentures.

Reeves Soundcraft expects to report a 3rd-quarter profit of $38,400 vs. year-ago loss of $103,000, reported Pres. Hazard E. Reeves, Sales rose to $2.2 million from $1.5 million in July-Sept. 1961.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
AB-PT Story on p. 10	1962—9 mo. to Sept. 30	$ 17,196,000	——	$ 8,003,000[12,17]	$1.83	——
	1961—9 mo. to Sept. 30	16,117,000	——	7,850,000[18]	1.74	——
	1962—qtr. to Sept. 30	5,220,000	——	2,450,000[12,19]	.56	——
	1961—qtr. to Sept. 30	4,009,000	——	1,886,000[21]	.43	——
Amphenol-Borg Electronics	1962—9 mo. to Sept. 30	65,914,230	3,253,164	1,593,164	1.15	1,388,677
	1961—9 mo. to Sept. 30	53,153,796	1,731,333	892,133	.64	1,403,678
	1962—qtr. to Sept. 30	22,579,659	1,113,891	577,891	.42	1,388,677
	1961—qtr. to Sept. 30	18,512,742	786,363	428,663	.31	1,403,678
Capitol Cities Bcstg.	1962—9 mo. to Sept. 30	10,947,768	2,170,784	990,169	.83	1,149,798
	1961—9 mo. to Sept. 30	6,637,160	1,356,276	606,410	.51	1,149,798
CTS Corp.	1962—9 mo. to Sept. 30	20,652,463	3,191,652	1,595,070	1.08	1,482,003
	1961—9 mo. to Sept. 30	15,332,138	2,664,553	1,296,250	.90	1,447,003
	1962—qtr. to Sept. 30	6,979,142	1,101,461	560,250	.38	1,482,003
	1961—qtr. to Sept. 30	5,750,659	1,170,665	551,195	.38	1,447,003
Clevite	1962—9 mo. to Sept. 30	75,839,150	9,751,006	4,721,006	2.44[1]	1,893,033
	1961—9 mo. to Sept. 30	67,777,288	7,040,971	3,431,971	1.75[1]	1,887,512
	1962—qtr. to Sept. 30	22,283,656	1,790,000	842,000	.43[1]	1,893,033
	1961—qtr. to Sept. 30	21,076,543	2,063,000	1,008,000	.51[1]	1,887,512
Collins Radio	1962—year to July 31	207,775,637	5,477,697	2,677,324	1.20[1]	2,230,063
	1961—year to July 31	215,768,922	5,303,283	2,545,352[2]	1.15[1]	2,212,881
Corning Glass Works	1962—40 wks. to Oct. 7	198,625,161	39,412,732	21,332,732	3.12[1]	6,789,000
	1961—40 wks. to Oct. 7	170,115,129	33,923,194	18,481,194	2.71[1]	6,775,995
Columbia Pictures	1962—year to June 30	——	——	2,655,000[3]	1.60	1,535,027
	1961—year to June 30	——	——	212,000[4]	—	1,449,030
Eitel-McCullough	1962—9 mo. to Sept. 30	22,776,900	——	429,800	.23	1,842,288
	1961[16]	——	——	——	—	——
Electro-Voice	1962—6 mo. to Aug. 31	5,189,047	(10,476)	(4,232)[5]	—	497,332
	1961—6 mo. to Aug. 31	5,236,942	175,963	91,984	.19	497,332
Erie Resistor	1962—9 mo. to Sept. 30	20,656,000	——	816,000	.90	798,806
	1961—9 mo. to Sept. 30	17,500,000	——	290,000	.28	798,806
Fairchild Camera & Instrument	1962—9 mo. to Sept. 30	73,628,000	3,308,000	4,236,000[6]	1.68	2,528,583
	1961—9 mo. to Sept. 30	67,261,000	2,848,000	3,752,000[7]	1.48	2,491,466[10]
	1962—qtr. to Sept. 30	24,142,000	914,000	1,392,000[8]	.55	2,528,583
	1961—qtr. to Sept. 30	22,691,000	864,000	1,453,000[9]	.57	2,491,466[10]
Ford Motor Co.	1962—9 mo. to Sept. 30	5,790,700,000	717,600,000	350,400,000	3.18	110,193,467
	1961—9 mo. to Sept. 30	4,843,400,000	587,700,000	289,200,000	2.63	109,933,508
	1962—qtr. to Sept. 30	1,747,800,000[12]	169,100,000	82,100,000	.74	110,250,313
	1961—qtr. to Sept. 30	1,504,000,000	159,700,000	79,800,000	.73	109,995,010
GT&E Story on p. 10	1962—9 mo. to Sept. 30	970,770,000[12]	——	59,276,000[12]	.79[1]	74,224,000
	1961—9 mo. to Sept. 30	792,348,000	——	51,877,000	.70[1]	73,266,000
	1962—qtr. to Sept. 30	321,432,000[12]	——	20,889,000[12]	.27[1]	75,019,000
	1961—qtr. to Sept. 30	307,229,000	——	17,981,000	.24[1]	73,285,000
Globe-Union	1962—9 mo. to Sept. 30	48,768,783	3,238,095	1,733,095	1.99	871,262
	1961—9 mo. to Sept. 30	42,941,563	2,586,520	1,202,520	1.40	859,173
	1962—qtr. to Sept. 30	16,887,676	——	500,963	.57	871,262
	1961—qtr. to Sept. 30	16,551,022	——	336,825	.39	859,173
Goodwill Stations	1962—9 mo. to Sept. 30	5,669,172	——	456,146	.67	631,903
	1961—9 mo. to Sept. 30	4,254,533	——	221,926	.33	632,143
Hazeltine	1962—9 mo. to Sept. 30	35,220,000	3,063,000	1,428,000	.91	1,568,363
	1961—9 mo. to Sept. 30	33,139,000	2,330,000	1,142,000	.73	1,568,029
Leor Siegler	1962—year to June 30	190,782,798	12,384,015	6,005,006	1.56	3,803,896
	1961[11]	——	——	——	—	——
Littelfuse	1962—9 mo. to Sept. 30	4,759,335	486,987	237,879	.74	323,043
	1961—9 mo. to Sept. 30	3,801,665	263,514	130,612	.40	323,043
Magnavox Story on p. 10	1962—9 mo. to Sept. 30	136,500,000[12]	14,046,000	6,856,000[12]	.94	7,324,786
	1961—9 mo. to Sept. 30	89,293,000	8,980,000	4,333,000	.61	7,121,037
	1962—qtr. to Sept. 30	48,997,000[12]	5,111,000	2,571,000[12]	.35	7,324,786
	1961—qtr. to Sept. 30	27,501,000	3,636,000	1,774,000	.25	7,121,037
Metromedia	1962—39 wks. to Sept. 30	38,200,266[12]	——	1,292,691[13]	.72	1,707,682
	1961—39 wks. to Sept. 30	34,542,552	——	402,278	.24	1,707,057
	1962—13 wks. to Sept. 30	11,993,434	——	271,036	.14	1,707,682
	1961—13 wks. to Sept. 30	11,144,972	——	(44,309)	—	1,707,057

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Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Muntz TV Story on p. 10	1962—year to Aug. 31	11,391,265[12]	——	1,047,841	.73[1]	1,409,982
	1961—year to Aug. 31	9,032,186	——	832,948	.58[1]	1,382,651
Reeves Soundcraft	1962—9 mo. to Sept. 30	6,173,700	99,300	49,800	.02	3,235,515
	1961—9 mo. to Sept. 30	4,695,000	(322,000)[13]	(322,000)[13]	—	3,231,390
	1962—qtr. to Sept. 30	2,181,300	80,400	38,400	.01	3,235,515
	1961—qtr. to Sept. 30	1,485,700	(103,000)	(103,000)	—	3,231,390
Stewart-Warner	1962—9 mo. to Sept. 30	89,438,613	11,742,361	5,756,361	1.65	3,482,449
	1961—9 mo. to Sept. 30	81,137,198	9,545,266	4,570,266	1.31[14]	3,482,449
	1962—qtr. to Sept. 30	28,840,015	4,009,385	1,943,385	.56	3,482,449
	1961—qtr. to Sept. 30	26,995,347	3,204,534	1,537,534	.44[14]	3,482,449
Storer Bcstg.	1962—year to Sept. 30	——	——	4,499,919[21]	$1.85	2,438,503
	1961—year to Sept. 30	——	——	2,735,085	1.11	2,474,943
	1962—qtr. to Sept. 30	——	——	881,553	.36	2,438,503
	1961—qtr. to Sept. 30	——	——	702,584	.28	2,474,943
Texas Instruments	1962—9 mo. to Sept. 30	175,461,000	11,238,000	5,832,000	1.45[1]	3,948,161
	1961—9 mo. to Sept. 30	171,937,000	14,856,000	7,063,000	1.77[1]	3,941,463
	1962—qtr. to Sept. 30	55,725,000	2,016,000	1,048,000	.26[1]	3,948,161
	1961—qtr. to Sept. 30	52,077,000	1,574,000	689,000	.17[1]	3,941,463
Thompson Ramo Wooldridge	1962—9 mo. to Sept. 30	342,197,271	18,802,502	9,108,902	2.62	3,417,265
	1961—9 mo. to Sept. 30	301,334,313	10,912,456	3,794,356	1.10	3,237,855
	1962—qtr. to Sept. 30	110,607,417	5,471,836	2,694,236	.77	3,417,265
	1961—qtr. to Sept. 30	100,454,635	3,742,219	1,723,019	.50	3,298,328
Transcontinent TV	1962—9 mo. to Sept. 30	——	——	1,117,862[15]	.63	1,766,212
	1961—9 mo. to Sept. 30	——	——	798,341	.45	1,768,612
Westinghouse Story on p. 10	1962—9 mo. to Sept. 30	1,427,749,000	71,829,000	40,129,000	1.09[1]	35,622,369
	1961—9 mo. to Sept. 30	1,387,512,000	44,912,000	25,012,000	.67[1]	35,604,393
	1962—qtr. to Sept. 30	470,777,000	26,015,000	14,615,000	.40[1]	35,622,369
	1961—qtr. to Sept. 30	467,131,000	10,251,000	5,451,000	.14[1]	35,604,393

Notes: [1] After preferred dividends. [2] Before special credit of $538,553 (24¢ a share). [3] Includes profit of $413,000 (27¢) on sale of studio property. [4] Includes $1,617,000 profit on sale of studio property. [5] After $6,244 tax credit. [6] Includes $928,000 tax benefit resulting from losses incurred by Allen B. Du Mont Labs prior to merger. [7] Includes $904,000 tax benefit. [8] Includes $478,000 tax benefit. [9] Includes $589,000 tax benefit. [10] Adjusted to reflect Nov.-1961 2-for-1 stock split. [11] Unavailable because of merger of Lear & Siegler. [12] Record. [13] Before $1.2 million gain on sale of investment. [14] Adjusted to reflect 5% stock dividend Sept. 1962. [15] Before non-recurring loss of $87,451 (5¢) on sale of land in San Diego. [16] Year-ago report wasn't issued. [17] Before capital loss of $97,000 (2¢). [18] Before capital gain of $6,178,000 ($1.43). [19] Before capital gain of $60,000 (1¢). [20] Before capital gain of $29,000 (1¢). [21] Includes net capital gain of $911,492 from sale of radio WWVA Wheeling.

Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
Canadian GE	Q	$0.05	Jan. 2	Dec. 12
Canadian GE	Ex.	.10	Jan. 2	Dec. 12
Electronics Investment	—	.02	Nov. 30	Nov. 1
Emerson	—	.10	Dec. 14	Nov. 14
Magnavox	Q	.17½	Dec. 15	Nov. 23
P. R. Mallory	Q	.35	Dec. 10	Nov. 13
P. R. Mallory	Stk.	2%	Dec. 20	Nov. 13
National Video—A	Q	.12½	Nov. 19	Nov. 5
Stanley Warner	Q	.30	Nov. 23	Nov. 8
Stewart-Warner	Q	.35	Dec. 8	Nov. 16
TV Electronics Fund	—	.25	Nov. 30	Nov. 1
Thompson Ramo Wooldridge	Q	.35	Dec. 15	Nov. 30
Yardney Electric	Stk.	2%	Nov. 30	Nov. 5

Globe-Union stockholders approved a 3-for-2 stock split & authorized increase in common shares to 2 million from 1,250,000. After split, 1,306,893 shares will be outstanding. Additional shares will be distributed Nov. 6 to holders of record Oct. 31. Pres. C. O. Wanvig Jr. said cash dividend will be increased 10% with Dec. payment.

Metromedia Inc. "is a relatively unfamiliar name to the investing public" since it was renamed from Metropolitan Bcstg. Corp., noted Oct. 24 *Financial World*, "but in view of its proven ability to reach mass audiences, its name change should prove no major obstacle to the fast-growing communications company." Profile said Metromedia this year "will derive about 40% of its operating profits from TV, 35% from radio & the remaining 25% from outdoor advertising." Pres. Richard L. Geismar was quoted reporting Metromedia "negotiating for [TV & radio] properties and looking for facilities in major markets."

Reports & comments available: Magnavox, review, McMahon, Lichtenfeld & Co., 25 Broad St., N.Y. 4 • **Westinghouse**, comments, Pershing & Co., 120 Broadway, N.Y. 5 • **Automatic Radio Mfg.**, review, Thomson & McKinnon, 11 Wall St., N.Y. 5 • **Electronic Associates**, study, L. F. Rothschild & Co., 120 Broadway, N.Y. 5 • **Taft Bcstg.**, comments, Bache & Co., 36 Wall St., N.Y. 5 • **Siemens & Halske** and **Philips Lamp**, reviews, Arnold & S. Bleichroeder Inc., 30 Broad St., N.Y. 4 • **Schlumberger**, comments, Thomson & McKinnon, 11 Wall St., N.Y. 5 • **Motorola**, analysis, Josephthal & Co., 120 Broadway, N.Y. 5 • **International Resistance**, review, Penington, Colket & Co., 70 Pine St., N.Y. 5.

WEEKLY

Television Digest

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The authoritative service for executives in all branches of the television arts & industries

SUMMARY-INDEX OF WEEK'S NEWS

Broadcast

ARB'S UPDATED TV SET COUNT shows 1,143,100 TV homes increase in year. County-by-county breakdown now available (p. 1 & Special Supplement).

LAW CHANGE PROPOSALS BEFORE FCC, offered by staff, include CATV controls, network regulation, removal of "anti-AVCO" rule, premature-construction "forgiveness," etc. (p. 2).

TV-RADIO & 'NEWS DISTORTION'—newsmen attack Administration policies in Cuban crisis, urge parleys to restore traditional access (p. 2).

LOCAL-PROGRAM QUIZ OF O-&-O'S up for FCC consideration. Proposal would seek "Chicago-type" data via questionnaire (p. 3).

ABC 'WORLDVISION' SALES PITCH is launched in N.Y., designed to sell admen the concept of worldwide commercial TV buying on ABC's international affiliates in 17 countries (p. 3).

NEARLY ALL FILM PRODUCERS have now signed with American Federation of Musicians to use domestic, rather than foreign, musicians to record TV film soundtracks. Move will cost telefilm industry additional $1 million annually (p. 3).

PROMOTING THE PROMOTERS, at BPA convention, features Collins, Lewis, et al., stressing emphasis on TV-radio's best (p. 6).

Consumer Electronics

RETAIL TV OUTLETS INCREASING SHARPLY: RCA-sponsored survey finds number of TV retailers increased to about 72,000 in April 1962 from some 65,000 a year earlier—and that increase came from "little" stores with annual sales volume of less than $100,000 (p. 7).

JAPAN TV 'THREAT' appraised by set makers, who will go into tinyvision business if they're convinced market is there. U.S. TV imports will total about 100,000 this year (p. 7).

FM CAR RADIOS STARTING TO ROLL: General Motors and Ford offering FM as optional equipment in most 1963 models; Ford also is introducing "Reverb" kit (p. 9).

ARB'S UPDATED TV SET COUNT: New county-by-county breakdown of TV households, just issued by American Research Bureau, is included herewith as Special Supplement to all subscribers.

Using 1960 U.S. Census as base for first time, with total household estimates supplied by Standard Rate & Data Service, ARB finds 49,029,100 TV households out of total-households figure of 54,469,000 as of Jan. 1, 1962—a penetration of 90%. Penetration was 90% last year, too (Vol. 17:26 p1). ARB explains this by noting that prior estimates didn't have benefit of 1960 Census figures—which turned out to be slightly lower than industry had calculated. As of Jan. 1, 1961, ARB figured there were 47,886,000 TV homes out of 53,239,500 total homes. Thus, year's TV-home increase was 1,143,100. (Extra copies of our Supplement are available at nominal charge.)

LAW-CHANGE PROPOSALS BEFORE FCC: With Congress due back in Washington before you know it, Jan. 9, FCC has jogged its staff for recommended legislative changes. We have learned what staff advises, pertinent points herewith:

(1) Though some in TV-radio think community antenna systems are still a minor thing, Commission staff doesn't. It clearly labels CATV-control legislation as top quarry (Vol. 2:44 p5).

(2) Network regulation is next in line. However, staff believes that results of its programming inquiry will probably make changes in last year's legislative proposals (S-2400) advisable.

(3) Removal of the "anti-AVCO" portion of Sec. 310(b) of Communications Act. Enacted in 1952, that provision requires FCC, when weighing a station sale, to limit its consideration solely to proposed transferee. Staff would like to reinstate old AVCO rule, thus permitting Commission to consider whether someone other than proposed buyer would be a better licensee.

(4) New "summary judgment" legislation isn't really needed, shouldn't be requested again, according to staff. Commission had sought change in law to make sure it could dispense with full evidentiary hearing if it thought no substantial question of fact was involved. Now, however, Commission attorneys are of view that FCC has enough latitude to decide cases after oral argument and without hearing in such instances.

(5) Premature-construction "forgiveness." Amendment of Sec. 319 of Communications Act is recommended. This would permit Commission to license stations built without CPs—if construction took place because of builder's misunderstanding of law, rather than his willful violation. As law stands now, FCC must order prematurely built stations taken down (unless amount of construction is insignificant).

(6) Incidental radiation. It's proposed that new law be enacted to give FCC power to regulate manufacture, sale and interstate movement of devices which radiate excessively. Last year, Commission voted 4-3 against proposing such law because it didn't want to jeopardize pending vhf-uhf all-channel-receiver bill. FCC's sole power, now, is to prescribe radiation limits. Compliance by manufacturers is voluntary, staff says —and compliers may suffer competitively.

(7) Hearing-intervention time. Sec. 309 of Act allows parties to intervene in hearings up to 10 days before hearing starts. Staff asks that this be changed to require intervention within 15 days after hearing issues are published. Last-minute intervention, staff claims, brings all sorts of delays.

(8) Painting & lighting of abandoned towers. For air safety's sake, staff believes Sec. 303(q) should be amended to give FCC power to require this.

(9) Reopening of record in cases remanded by courts. FCC should have discretion, staff says, to consider facts arising after an appeal has been taken—in remanded cases. Currently, Commission can't reopen record unless courts tell it to.

In addition to foregoing, there are some proposals affecting common carriers. Staff says it has no recommendations for inclusion in President Kennedy's message to Congress.

TV-RADIO & 'NEWS DISTORTION': News media reacted with shock & bitterness last week to Administration's handling of Cuban crisis reporting. With scarcely any dissenters, TV-radio & press charged that news was being manipulated as it has been by dictatorships.

Brunt of attack was borne by Defense Dept. news chief Arthur Sylvester, veteran newspaperman, who had said: "In the kind of a world we live in, the generation of news by the govt. becomes one weapon in a strained situation. The results, in my opinion, justify the methods we used." Though Sylvester later denied that there had been "distortion, deception or manipulation" of news during crisis, newsmen weren't mollified.

Broadcasters were among leaders protesting. William G. Garry, pres. of Radio-TV News Directors Assn., asked Sylvester for meeting to discuss "inherent dangers" of policy. CBS News Pres. Richard Salant urged White House News Secy. Pierre Salinger to call meeting, revise practices to assure public that "full information is being reported and that journalism is free and independent, rather than an instrument for govt. purposes." NBC News Exec. vp Wm. McAndrew told Sylvester he's playing dangerous game through "manipulation and control of news." Lee Hills, pres. of American Society of Newspaper Editors, wired Sylvester that his news policy "poses a dangerous threat to the American public which cannot make independent judgment without accurate information." ABC News vp James Hagerty contacted both Salinger & Sylvester by phone, protesting government's handling of crisis.

Editorialists & columnists across the country almost unanimously gave similar views. Among prominent newsmen, *N.Y. Times* Washington chief James Reston was one of few who defended Administration. "The question in the present case," he wrote Nov. 2, "is not whether the Administration told all the truth—obviously it didn't—but whether, under the grave circumstances of the crisis, it conducted itself in a dishonorable way. This clearly is a matter of opinion. My own is that it did not."

Earliest reaction from Congress came from Rep. Moss (D-Cal.) House Government Information Subcommittee chmn., who termed Defense Dept.'s policy "extremely disturbing," said his committee would review what has been done about information operations in emergency situations early in next Congress.

LOCAL-PROGRAM QUIZ OF O-&-O'S: Local programming of all network owned-&-operated TV stations may be examined by FCC via questionnaire shortly. Based on results of its Chicago hearing (Vol. 2:25 p1), Commission is considering asking networks about policies & practices of all their o-&-o's. It's understood that proposed quiz would ask for information in 4 parts:

(1) Describe what you've done to learn program interests of public. Who have you contacted among representatives of community groups—such as educators, religious leaders, etc.? What complaints about local programs have you received in the last year?

(2) Describe policies & practices whereby local programming is devised—including names & positions of decision makers—and tell whether local management can preempt network feeds for local programs. Describe your programming & advertising standards.

(3) Describe facilities available for local production—including staff, studios, mobile units, cameras, tape recorders, etc. Identify staff members working on local material.

(4) List all local programs scheduled for next 12 months. Classify each according to categories listed in FCC's program report (Special Supplement, Aug. 1, 1960). How were they developed, cooperating with which community groups? How many public service announcements do you carry monthly?

Commission may or may not send out questionnaire, but there's substantial belief there that Chicago hearing was good thing and that a questionnaire would be useful. Chicago sessions have elicited strong & continuing opposition from industry, through NAB Pres. Collins.

ABC LAUNCHES 'WORLDVISION' PITCH: Global commercial TV was showcased for N.Y. admen last week by ABC International, which staged "breakfast entertainment presentation" Oct. 31, complete with coffee, pastry, Lebanese-style belly dancer.

Presentation by Donald W. Coyle, ABC International pres., put strong emphasis on "international family" of TV stations and/or networks with which ABC has made representational & financial deals. With addition of quartet of new affiliations announced at meeting, "family" covers some 14 million TV homes in 17 countries.

Typical buys for U.S. advertisers were cited by Coyle: minute participations weekly in prime time on Central American TV Network for $8,800 each; half-hour film shows in South Central America, including time & talent, for $125,000 annually; similar film-show buy, for $6,500 weekly, in Japan's 5 leading TV cities.

ABC's investments vary widely in foreign TV, Coyle told us at evening reception for international broadcasters Oct. 31. At most, ABC holds 46% equity in a foreign TV station (apart from 51% ownership of Central American TV Network, which does not own station facilities); minimum holding is 5%. Financial participation is rule, rather than exception. Out of deals in 17 countries, ABC has investment in 10, debenture arrangements in most of others.

Newest ABC foreign associations are with Ryukyus Bcstg. Co. (via KSAR-TV on Okinawa), Shamrock Network in Western Canada (a "captive audience" network fed from CKOS-TV Yorkton), Western Nigeria Radiovision Service (operators of WNBS & WNTV in Ibadan & Lagos) and Televisao Excelsior (currently operating Ch. 9 in Sao Paulo, Brazil, and soon to add Ch. 2 in Rio de Janeiro).

U.S. MUSIC ON U.S. FILM SHOWS: Significant victory is being won by American Federation of Musicians, after long struggle against "canned" music on film shows which comprise more than 80% of nighttime schedule of 3 major networks.

AFM now claims to have signatures of producers of 98% of Hollywood-produced TV film shows, network & syndication, and in N.Y. has only to sign with Plautus Productions ("Defenders," "Nurses") to make

clean sweep of N.Y.-produced film series. Producers of "Car 54" signed in N.Y. last week.

Problem has been sore point with both AFM and film producers for some time. With costs rising, many producers found that they could eke out first-run profit only if they cut corners. One of favorite corners was in realm of "mood music" and "bridges" in dramatic & comedy film shows, and more than 75% of producers have been using taped-in-Europe "stock" music or having final music dubbing done at relatively lower costs in London, Paris or Vienna. To AFM, this was "unfair foreign competition."

Grass-roots campaign was launched by AFM, bombarding sponsors of film shows with hints that 260,000 AFM musicians might boycott TV-sold products, and arranging meetings with leading producers. Campaign has paid off, aided by larger film budgets and willingness of AFM to work out ground rules for film recording sessions which eased immediate financial blow to producers.

Sizable amount has been added, however, to total TV film production tab. AFM sources in N.Y. last week told us that use of domestic music in TV film soundtracks "will increase earnings of musicians employed in this field about 50% this year, and amount to more than $1 million in wages."

CURRENT CAPSULES

NBC-TV defended itself in crossfire from Bureau of Public Roads and the American Road Builders Assn. over David Brinkley's Oct. 1 program, "The Great Highway Robbery" (Vol. 2:41 p4). ARBA Exec. vp Louis W. Prentiss called show, which charged graft & corruption in nation's highway construction program, "distorted news reporting," asked FCC investigation. Program also was criticized sharply by Federal Highway Administrator Rex M. Whitton. NBC News Exec. vp William R. McAndrew issued point-by-point defense. "Most of the information was developed from official records of the federal and state governments," he said, adding that because the information was brought to attention of public, network was being subjected to organized letter-writing campaign from highway contractors, suppliers & officials. FCC passed complaints to NBC, requesting comment, was expecting reply this week.

———■———

CBS incentive-compensation plan is still violative of rules, FCC believes, "tentatively." It agreed that CBS had amended its plan to remove one violation, and that affiliates were no longer hindered from substituting another network's programs for any CBS offering they didn't want to take. However, Commission said that Sec. 3.658(e) of rules remains violated—that plan hinders affiliates from substituting non-network programs for CBS feeds. Commission said its ruling on latter was "tentative," gave industry until Dec. 18 to comment.

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Kudos for broadcasters & FCC "for their remarkable teamwork" in connection with Cuban crisis came last week from Senate Communications Subcommittee Chmn. Pastore (D-R.I.). Citing radio stations which lent their facilities to VOA for beaming of messages to Cuba (Vol. 2:44 p1), he said: "The speed and efficiency with which the FCC moved in making the arrangements and the full cooperation of the broadcasters in this unprecedented operation with the Voice of America was a fine demonstration of how effectively government and private enterprise can cooperate during this period of national emergency and is deserving of high praise."

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Summary of last Congress' impact on advertising & marketing, in Oct. 29 *Advertising Age*, by astute Washington Editor Stanley E. Cohen, concludes businessmen in these fields got "better-than-even break" last session, warns they'll be back on firing line when 88th Congress convenes in January. Despite growing demand for bigger govt. role in consumer protection, he notes, last Congress trod softly in most areas except prescription drugs. Watered-down postal rate increases on publications & direct mail advertising voted in last session were "most notable compromise negotiated for advertising and marketing," Cohen states. FCC's three-pronged victory—all channel set law, federal-aid-to-ETV & private ownership of communications satellite corp., is described as "one of most remarkable legislative records of the session."

Looming in next Congress, he notes, are promised probes of TV-radio & press monopoly by Rep. Celler (D-N.Y.) & his anti-trust subcommittee, ratings by Rep. Harris (D-Ark.). Also on agenda is legislation by Sen. Hart (D-Mich.) to give FTC & Food & Drug Administration greatly expanded powers in labeling field. And likely to be resurrected, especially since they've already been endorsed by President Kennedy, Cohen adds, are FTC's "temporary cease & desist" authority drive and Sen. Douglas' (D-Ill.) "truth-in-lending" bill.

Personals

Theodore C. Streibert, ex-WTCN-TV & WTCN Minneapolis-St. Paul vp & gen. mgr., former USIA director, named Radio Free Europe Fund pres., succeeding Col. **Leslie R. Shope**, resigned . . . **Jerome Pickman**, ex-Paramount Film Distributing Corp. vp, appointed TV Industries Inc. exec. vp, N.Y.

FCC Comr. Robert E. Lee speaks at Nov. 20 luncheon of Detroit Station Representative Assn., Sheraton-Cleveland Hotel, Cleveland . . . FCC Comr. **E. William Henry** invited to speak at luncheon of Federal Communications Bar Assn., date to be set, probably in Dec. . . . **Joel Rosenbloom**, legal asst. to FCC Chmn. Minow, recovering from hepatitis at Washington Hospital Center.

Ted Reinhard promoted to NBC Station Relations regional mgr. . . . **Robert Weenolsen**, ex-Foote, Cone & Belding, joins Videotape Center, N.Y., as an executive producer . . . **Jack C. Long**, ex-WSFA-TV Montgomery, Ala. national sales mgr., named to similar post with WSIX-TV Nashville.

Ward L. Quaal, WGN Inc. Chicago exec. vp & gen. mgr., awarded first Kiwanis citizen responsibility citation for efforts toward developing NAB Code and upgrading of broadcast industry.

Don C. Dailey, radio KGBX Springfield gen. mgr., elected Mo. Bcstrs. Assn. pres. . . . **E. Gary Morrison**, Western Pipe Line Inc. pres., elected board of trustees chmn., Southwest Texas ETV Council (KLRN San Antonio), succeeding **W. W. Jackson**.

Elmer O. Wayne, ex-ABC vp & radio KGO San Francisco gen. mgr., named KENS-TV & KENS San Antonio exec. vp & gen. mgr. . . . **William M. Scruggs Jr.** promoted to WSOC-TV Charlotte sales dir., **J. Russell McElwee**, to new post of new business dir., continuing as local & regional sales dir.

Jerry Kurtz, ex-TV Enterprises Corp. eastern sales account executive, named NTA eastern sales mgr. . . . **Keith Nicholson**, ex-KUTV Salt Lake City promotion, research, PR & sales dir., appointed KOGO-TV-AM-FM San Diego promotion dir.

Arthur H. McCoy promoted to Blair Radio pres. . . . **Richard Restler**, ex-Screen Gems, appointed Trans-Lux TV Corp. asst. to the vp.

Gerard F. Hurley, ex-Blackburn Washington market research & promotion dir., promoted to brokerage post in Atlanta office, succeeded by **Delores N. Poe**, ex-*Billboard*.

John J. White, ex-Weed & Co. Canadian sales executive, named CTV TV Network Inc. national sales mgr., N.Y. . . . **Stanley Dudelson**, ex-Screen Gems syndication sales mgr., elected M & A Alexander Productions pres.

Reid H. Ray, pres. of Reid H. Ray Film Industries, was elected 1963 pres. of SMPTE, succeeding **John W. Servies**, National Theatre Supply Co. Other new officers: **Ethan M. Stifle**, Eastman Kodak, exec. vp; **Herbert E. Farmer**, U. of Southern Cal., editorial vp; **Robert G. Hufford**, Eastman Kodak, secy.

Robert F. Ferrante promoted to WNAC-TV Boston news dir. . . . **Rear Adm. A. W. McKechnie** (USN-Ret.), appointed KOGO-TV & KOGO San Diego special news consultant during Cuban crisis.

Obituary

Stanley Burnet Resor, 83, retired J. Walter Thompson chmn., died Oct. 29 in N.Y. A 1901 graduate of Yale, he joined JWT in 1908, purchased it from founder James Walter Thompson in 1916. He was a founder of American Assn. of Advertising Agencies in 1917, served as pres. 1923-24. His widow, a son, 2 daughters survive.

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Omaha interests edged out newspaper & TV mogul Samuel I. Newhouse in attempt to purchase Omaha's World Publishing Co., which includes KETV, *Omaha World-Herald*, office building, other real estate. Stockholders, reportedly on verge of selling combine to Newhouse, instead voted unanimously to accept offer of "slightly over $40 million" for properties, made by massive Omaha-based construction firm of Peter Kiewit Sons Co. Although no breakdown was released, informed sources estimated KETV at $4-$6 million. A KETV executive said stockholders wanted to keep properties in local hands. Newhouse's TV, radio & publishing empire is valued at $200-$250 million. Newhouse and his wife last week pledged $15 million to Syracuse U. for "world's largest and most advanced study center in mass communications." Center will comprise 3 buildings, due for completion in 1966.

MCA and Seven Arts, major TV powers in network & syndication TV fields, respectively, both plan to invade Broadway legit realm in near future with eye to long-range development of properties for TV. MCA, according to Pres. Lew R. Wasserman, won't actually produce Broadway shows, but will scout properties for financial investment and acquisition of rights for movies, TV shows (specials, series, possibly pay-TV) and records (via Decca). Seven Arts will function as co-producer with such big-name Broadway producers as David Merrick, Fred Coe & Roger L. Stevens. Merrick, staunch defender of Broadway's ability to raise its own cash for a good property, snapped that legit theatre needs MCA investment "like a hole in the head," criticized Hollywood's "lack of confidence in its own literary judgment."

AFTRA's N.Y. local celebrated 25th anniversary Oct. 30, invited TV-radio oldtimers & press to join "Open House." Talent union local, originally formed as radio branch of Actors Equity, started with some 200 N.Y. members in 1937, has "about 7,000" today. Interesting sidelight to social affair: many of original N.Y. radio pioneers are now in Hollywood working in TV film series.

PROMOTING THE PROMOTERS: Not surprisingly, Broadcasters' Promotion Assn. conventioneers in Dallas were urged to play up broadcasting's best.

NAB Pres. LeRoy Collins keynoted meeting with: "Tell the good story of broadcasting," stressing such actions as stations' transmissions to Cuba during crisis (Vol. 2:44 p1). On less dramatic plane, he urged participation in NAB TV & Radio Codes, suggested NAB-BPA liaison committee to plan greater on-air promotion of the "good story."

William B. Lewis, Kenyon & Eckhardt chairman, also urged publicizing "the good & progressive actions the industry has already taken." Beyond that, however, he lambasted "commercials in palpably bad taste which irritate, antagonize, or nauseate large segments of the viewing & listening public." Lewis displayed fondness for foreign commercial practices—bunching commercials, not interrupting programs—claimed there's plenty of revenue in such techniques. He expressed great hopes for NAB's research program, said it could bring "a set of publicly acceptable standards & policies which will perhaps guide broadcasters on their ever-profitable ways." Among other addresses:

TvB Pres. Norman Cash told promotion men that "the function of the sales promotion man is not promotion but sales," that "the thing for you to do is make yourself indispensable to the department that provides the grease that makes the gross."

Jack Harris, KPRC-TV Houston, deplored "enslavement of ratings," attacked efforts at program direction from FCC. RAB Pres. Edmund Bunker told group that best & simplest approach to advertisers is with answer to question: "What's in it for me?" Paul Menneg, of Rogers & Cowan, emphasized newspaper publicity as powerful attracter of TV audience. He said survey showed 55.6% of viewers said they watched a program because of publicity, 35.7% because of highlight & "best bet" listings, 4.5% because of tune-in advertising.

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Broadcasters' Promotion Assn. 1963 officers elected: Dan Bellus, Transcontinent TV Corp., pres.; Clark Grant, WOOD-TV & WOOD Grand Rapids, first vp; Caley Augustine, WIIC Pittsburgh, 2nd vp. Board members elected: Clayton Kaufman, radio WCCO Minneapolis; John J. Kelly, Storer Bcstg.; Stan Cohen, WDSU-TV New Orleans; Paul Lindsay, radio WIND Chicago; Art Garland, GE stations, Schenectady; George Rodman, KGO-TV San Francisco.

Bias on TV networks was charged by Negro actor P. Jay Sidney last week in hearings before Rep. Powell's (D-N.Y.) House Labor Committee. Executives from ABC, CBS & NBC testified networks had made large strides toward nondiscriminatory hiring of Negroes. Sidney disputed this sharply, also accused N.Y. State Commission on Human Rights with distorting his complaint about hiring policies at NBC.

Announcement of tentative decisions in docket cases, prior to release of full text of decisions, has been discontinued by FCC. Practice of making such announcements immediately after Commission voted was begun in 1957, after FCC became disturbed because its votes were leaking out before formal decisions were released—particularly in important comparative TV cases.

WUHF Becomes WNYC-TV: Described as "first municipally operated TV station," FCC's experimental WUHF (Ch. 31) N.Y. became WNYC-TV Nov. 1, with ceremonies at gala reception at city's Gracie Mansion, home of Mayor Robert Wagner, attended by notables from FCC & broadcast industry.

FCC Chmn. Newton Minow, participating in inaugural broadcast of New York's 8th station, said: "I am elated with the preliminary results of the Commission's tests of WUHF. I believe that the success of this station will have a profound effect on the expansion of TV broadcasting in the uhf." Mayor Wagner predicted that more than 500,000 receivers would be equipped to receive uhf by 1964. Station will continue to rebroadcast some network color programs at request of Assn. of Maximum Service Telecasters, which is continuing its surveys. It has purchased RCA transmitter used by FCC, and was donated FCC-owned antenna. Although its ERP is now rated as 890 kw, station officials said power may be lowered, and one amplifier used as standby.

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Station-CATV conflicts will be discussed by NAB & NCTA staff, following recent suggestion of NCTA Pres. William Dalton (Vol. 2:43 p6). NAB's CATV committee, headed by Eugene Thomas, KETV Omaha, met in Washington last week, agreed to parley—but stressed that NAB remains determined to get "legislation for limited regulation of CATV." NCTA board, meeting in Scottsdale, Ariz., unanimously voted for the confabs. Meanwhile, Bcstg. Co. of the South (WIS-TV Columbia, WSFA-TV Montgomery) won city franchise to build system in Florence, S.C. It recently bought Ocala, Fla. system, and its exec. vp G. Richard Shafto heads Trehan Co., holder of franchise for Myrtle Beach, Conway & Georgetown, S.C. In Austin, Tex., group including NCTA Chmn. Glenn Flinn, operator of Tyler, Tex. system, has asked city council for franchise.

Exclusive TV program deal between Luce-owned *Life* and Sextant Inc., production firm specializing in public-affairs specials & series, has been signed. Deal was announced by *Life* publisher C. D. Jackson and Sextant Pres. Robert D. Graff. Under new arrangement, 2 organizations will combine in development of TV shows based on editorial & visual material controlled by *Life*. Graff was one of prime movers in Winston Churchill film series and recent CBS-TV Stravinsky ballet special, "Noah & The Flood," and has completed 26-episode series for ABC based on memoirs of President Franklin D. Roosevelt.

Deceptive TV commercial charge by FTC was denied by Ideal Toy Corp., Jamaica, N.Y. Commission contended firm's "Robot Commando" & Thumbelina" doll were depicted able to perform actions which they actually couldn't do without additional unmentioned components. Ideal denied this, also pointed out that after hundreds of telecasts, no other federal or state agency or consumer organization had complained.

Equal time must be given to N.Y. Socialist Labor Party Gubernatorial candidate Eric Hass, FCC told radio WMCA N.Y. Commission said appearance of Conservative Party candidate David Jacquith on Oct. 3 *Barry Gray Show* didn't qualify as equal time-exempt "bona fide news interview."

AB-PT has bought Florida's Silver Springs, famed 3,900 acre tourist attraction.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

RETAIL TV OUTLETS INCREASING SHARPLY: Undaunted by growth of discount giants & mounting signs of tougher sledding for so-called Mom & Pop stores, new retailers, in surprising numbers, are taking on TV lines—and increase in TV outlets is coming from stores with sales volumes of less than $100,000 annually.

That's gist of heretofore "classified" RCA-sponsored survey conducted by outside organization last spring to chart changing face of national TV retailer. Here are some of the surprising findings, as related to us by Raymond W. Saxon, RCA Sales Corp. mktg. vp:

(1) Number of TV retail outlets rose sharply to approximately 72,000 in April 1962 from about 65,000 in April 1961.

(2) Large stores, with "$100,000 & over" sales volumes, are declining as TV outlets. In 1961 they accounted for 48% of all TV outlets, dropped to 41% in 1962.

(3) Discount stores are most color TV conscious of all retail categories. Survey found that 37% of all TV retailers carry color TV. Breakdown shows color sets in 66% of discount stores. Color representation in other categories: household appliance, radio & TV, 50%; department & other general merchandise stores, 35%; furniture stores, 28%; "all other" (drug stores, music shops, automotive stores, etc), 27%. Discount stores, incidentally, increased color representation to 66% from 59% in April 1961.

Here's shape-up of national TV retailers: Household appliance-radio-TV store category represents 37% of all TV outlets—up from 34% in 1961. "All other" category takes 2nd-largest segment of market with 33%—same as in 1961. Furniture stores, 27%—up from 24%. Department stores & other general merchandise operations, 7%—down from 9% a year earlier.

Especially interesting was survey's finding that smaller TV outlets are on upswing—contradicting general impression that "little man" is being driven out of business by goliaths. In 1961, 52% of total stores carrying TV had annual sales volumes of less than $100,000. One year later, that figure increased to 59%. Breakdown shows that number of "under $30,000" outlets with TVs increased in 1962 to 22% of total from 20%; "$30,000 to $100,000" outlets increased to 37% from 32%. Number of outlets in "$100,000 & over" category dropped to 41% from 48%.

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Separate study of some 700 discount stores discloses that Admiral is most represented of all TV brands. RCA & Zenith are in virtual tie for 2nd place.

SET MAKERS APPRAISE JAPAN TV 'THREAT': U.S. TV manufacturers aren't laughing off developing new rash of tiny TV imports from Japan. There's certainly no panic, but there is determination to take over this market—if any such market exists. If there's no such market, American set makers are perfectly willing to let Japanese manufacturers & importers take the loss.

First week of October saw nearly 6,000 TV sets arrive in U.S. from Japan—record for any week so far. More than 80,000 Japanese sets have been brought into U.S. this year, and 1962 total is likely to be around 100,000, or more than 1½% of domestic sales. This is permissible level. But U.S. set makers are determined not to let it rise much higher.

American manufacturers are aware that Japanese domestic TV market will reach 100% saturation of

electrified homes some time next year. At same time, Japanese TV manufacturing capacity is around 5 million sets a year. These sets must go somewhere, and U.S. market is prime target.

There's determination to avoid repetition of transistor radio story, and that's why most U.S. TV manufacturers—no matter what they say—are watching imports closely, looking into tinyvision market themselves.

Japanese are trying to carve "personal portable" niche for themselves in U.S. market. They are now making sets in 5-, 6-, 8-, 10-, 12-, 14- & 16-in. sizes—plus some 19- & 23-in. sets. The small-sized Japanese sets currently are performing valuable marketing function for U.S. TV manufacturers.

It's not economical for most U.S. set makers to turn out fewer than 10-20,000 of any kind of set. Therefore, they're watching closely the progress of such sets as Sony's 5-incher at $229.95 plus battery (Vol. 2:41 p9). We know of one major set maker which has loaned Sony sets to production employes for subjective evaluation at home.

Going into new tube sizes is especially expensive. Glass makers usually won't tool up for bulbs unless they have orders for about 100,000. If there's real trend to personal tinyvision sets, this is mere peanuts—but if there's only to be specialty market, U.S. manufacturers could take licking, as did RCA on its 8-incher of several years ago.

As to battery sets—2 U.S. manufacturers (Philco & Motorola) have had unspectacular results in this field. Despite widespread advertising (much of it free), Sony's 8-incher never set U.S. afire. Nevertheless, there's still interest in whether there may be market here for some type of battery portable. GE, for example, readily admits it's exploring idea of battery set (whose screen size may or may not be 10-in.) for introduction next spring. GE is happy with response to its 16-in. set, but is frankly undecided as to whether market will accept smaller one.

Our size-up of importers of Japanese sets to date: Delmonico, with its 8-, 19- & 23-in., sets still accounts for more than half of market. Next comes Matsushita (Panasonic) with its 14-in. bookshelf set, then Sony (8- & 5-in. battery sets). Down line a little further is Westrex (8- & 19-in.), followed by Olympic (19-in. wood table model & portable), with Star-Lite and Crown (same 8-in. set) bringing up rear. To date, nobody else amounts to much, despite lots of talk.

There are plenty of announced plans for more imports in all sorts of small sizes. Japan Victor, for example, has shown 4½-in. dry-battery set in Tokyo, and there are reports Delmonico is considering importing it. Sharp Electronics is advertising TV line by Hayakawa, including 6- & 8-in. transistor sets and 12- & 16-in. portables, but so far has announced price only on 16-in. ($119.95). Channel-Master, Hitachi & Mitsubishi—among others—have also announced small Japanese sets for U.S. market.

Olympic last week began distribution of 19-in. full-feature portable, U.S.-designed, made by Nippon Columbia under its long-term contract agreement. Olympic will also offer Japanese-made 16-in. set, probably early next year.

Emerson, incidentally, will join 16-in. field with new set by year's end. Philco's 16-incher is now being advertised in major stores at $149.95 (with cover) & $139.95—substantially below anticipated top prices of $160 & $150, possibly because of Japanese competition in 16-in. field.

First imports of tiny 5-in. Japanese sets have stirred domestic TV manufacturers to inquire about availability of miniature picture tubes. None are currently in production here in modern square-cornered shape smaller than 16-in. It's understood Corning Glass Works has told tube manufacturers it stands ready to turn out any size glass bulb from 5 to 11 in. from manufacturers' designs on relatively short notice. As usual, however, process is costly if manufacturers can't use at least 100,000 bulbs in any given size.

Tinyvision stories emanating from Japan sound impressive, but this field still amounts strictly to specialty market until proven otherwise. If real market exists for either microscopic TV or battery-operated sets, U.S. manufacturers will be in it with both feet.

"We've learned our lesson; we won't be pushed around as we were in radio." This is typical U.S. manufacturer comment about TV imports. "We'll be ready, if there's a market. In the meantime, we're happy about the small imports; they give us an opportunity to test the market in a way which doesn't cost us a fortune. As soon as we can see the possibility of a run of 20,000, we'll go into it—otherwise, no."

FM CAR RADIOS STARTING TO ROLL: FM will move into nation's autos in big way this fall. Number of car makers are offering FM car radios as optional equipment for first time with their 1963 lines, and at least one—Ford—will make a stab at making "Reverb" more popular on wheels than it was in the home.

Holdouts against FM car radios so far are American Motors, Chrysler & Studebaker, we were notified by their Philadelphia zone & regional offices. Studebaker, however, does have FM in its German-made Mercedes-Benz.

General Motors will introduce FM for first time as optional equipment in Cadillacs, Oldsmobiles, Pontiacs & Buicks. Chevrolet, we were told, does not have FM radio "at this time." Radio is so new that most salesmen we spoke with were quite unfamiliar with its features & specs. All sets, however, are transistorized AM-FM combinations. Cadillac's lists for $191.40. The Pontiac & Oldsmobile AM-FM unit, a 9-transistor model, is priced at $150.64. Buick's is listed at $166.50, including electric antenna. Unit is available without antenna, but local office doesn't yet know price difference. "We don't have them yet," we were told, "but you can order them."

Ford is making FM available for its Thunderbirds & all Ford models except Fairlane & Falcon series. Transistorized unit for Fords lists for $129.30 with antenna. Because AM radio is standard equipment in T-bird, FM is listed as $83.70 extra. Ford told us it is also offering a "Reverb" kit at $29.95. It carries impressive name of "Studio Sonic Sound System," will be installed by dealer at extra charge.

Lincoln-Mercury dealer told us AM-FM is available for Mercurys, Meteors & Comets at $129.30. Lincoln Continental includes AM radios as standard equipment, so AM-FM accessory is listed at $84.70 additional.

Any car owner can get FM installed regardless of make or year of car. "Just tell us what kind you want," another dealer told us. "If your car has an AM radio now, we can add a Granco converter which would cost you around $49 plus $8.50 installation charge," dealer said. "If you want a complete FM radio, a Motorola would run you around $125 plus installation. We also can supply several brands of AM-FM radios." He said calls for changeover to FM are increasing.

TV-RADIO PRODUCTION: EIA statistics for week ended Oct. 26 (43rd week of 1962):

	Oct. 20-26	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	136,499	137,618	158,370	5,434,133	5,014,583
Total radio	415,348	461,783	541,956	15,643,553	13,797,879
auto radio	149,802	172,799	145,578	5,663,002	4,321,315

Distributor Notes: ITT appoints **ECRA Inc.** southeastern sales rep for silicon & selenium rectifiers, diodes & capacitors, covering Ala., Fla., Ga., Miss., N.C., S.C. & Tenn. • **Symphonic Radio & Electronic** names **Sam Ross**, former Raymond Rosen & Co. district mgr., Philadelphia-area sales mgr. • **Olympic Radio & TV** appoints **Austin J. White** gen. mgr. of Olympic of Chicago sales subsidiary, succeeding **Murray Krieger**, resigned • **Symphonic Radio & Electronic** appoints **Van Brauman & Co.**, Dallas, rep for Texas & southwestern region • **Viscount Electronics Div.** of Consolidated Sewing Machine Corp. appoints **Leonard D. Alle Inc.** its first sales rep for Viscount radios in upstate N.Y. • **Olympic Radio & TV** promotes **Paul Hunter** to pres. of Olympic of Western N.Y., Buffalo • **Robert L. Gray** named gen. sales mgr., Admiral Sales Corp.'s Los Angeles Div., a new post, succeeded as division's appliances sales mgr. by **Joseph Ward** • **Olympic Radio & TV** appoints **Depot Merchandise Mart Ltd.** (George J. Fukunaga, pres.), Honolulu, distributor for Hawaii; **Garrett Distributors Inc.** (Joseph Garrett, pres.), Toledo, distributor for northwestern Ohio • **Philco** appoints **Gordon Bahl**, ex-RCA, Detroit branch mgr. • **Viscount Electronics Div.** names **Kremer, Beckman, Rothschild & Co.** sales rep for Viscount radios in eastern Pa., Del., Md., Va., & Washington, D. C. • **Olympic Radio & TV** appoints **Minthorne Music Co.** (Jean J. Minthorne, pres.; Jack Stultz, gen. mgr.), Phoenix, distributor for Phoenix marketing area • **Inter-Mark Corp.**, N.Y., names **Walter H. Ferber Associates** rep for tape recorder line in metropolitan N.Y. area, to call on photographic dealers.

Sylvania will close its tube plant in Fullerton, Cal. and concentrate all production of b&w TV picture tubes in Ottawa, O. TV picture tube Operations vp-Gen. Mgr. Walter A. Weiss said Fullerton plant will be closed over next few weeks, noted it accounts for "very small percentage" of Sylvania's total TV picture tube production.

Southeast Technical Enterprises has been established at 1107 N. Garden Ave., Clearwater, Fla., to manufacture electronic products. President is James R. Ronk, former Howard W. Sams engineering vp. First product will be transistorized hi-fi amplifier.

Trade Personals

Don G. Mitchell, former Sylvania pres., elected to Pepsi-Cola board . . . Joseph M. Walsh elected a Lear Siegler vp.

C. R. Hottelet, vp of RCA International Ltd., named pres. & managing dir. of subsidiary RCA Victor Argentina.

Delbert L. (Debs) Mills, vp-gen. mgr. of RCA Victor Home Instrument Div. & operating vp of RCA Sales Corp., recuperating from back operation at St. Mary's Hospital, Rochester, Minn.

Allen V. Hazeltine appointed Philco patent counsel & head of patent dept., succeeding T. M. Ferrill Jr., resigned to enter private law practice; R. D. Sanborn named mgr. of electronics section of patent dept., succeeding Hazeltine.

William F. Cairns Jr. named exec. vp & mfg. vp of Maxon Electronics' Electronics Div. . . . Dr. William E. Shoupp, gen. mgr. of Westinghouse Research Labs, elected a vp.

A. M. Okun, ex-RCA, appointed General Instrument corporate dir. of reliability, a new post.

William H. Enders named mktg. mgr., RCA Labs.

Morton A. Wagner promoted to exec. dir. of MARTA Inc., a new post.

John W. Thorne III named GE ad mgr. for portable phonos . . . Ralph R. Shields appointed display devices product mgr., Sylvania Tube div.

Harold W. Schaefer, ex-Philco & recently appointed vp-gen. mgr. of National Union Electric's subsidiary Eureka Williams Co. (Vol. 2:41 p10), elected a vp & a dir. of parent company.

Dr. Alfred N. Goldsmith, RCA honorary vp, elected a Benjamin Franklin Fellow of Royal Society of Arts of England in recognition of contributions to advancement of TV & radio.

Arthur R. Muller elected vp of Dynamics Corp. of America's Reeves-Hoffman Div.; Carroll M. Rahn elected sales vp; Gerald B. Fleming, controller, also named treas.

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"Elmer W. Engstrom is that all too rare combination of scientist-businessman who also speaks English," commented *N.Y. Times* in Oct. 28 profile on RCA's president. It termed his election as president last December "particularly fitting" because "it was just about that time that color TV was finally making its breakthrough, and Dr. Engstrom had been a pioneer in RCA's development of color TV." Continued *Times:* "He acknowledged that 1962 would probably be a record sales & earnings year for RCA. He also pointed out that the first & 4th quarters are traditionally the best for the company, with the 4th quarter 'usually the best of all.' Dr. Engstrom declined an estimate of final figures for this year but said that 'we are carrying the same improvement thrust through each quarter and at this point it is still continuing.'"

Sylvania International Div. was awarded President Kennedy's "E" Award for excellence-in-export. Company was cited for imaginative research in development of both electronic products & overseas markets, and for aggressive sales campaigns which enabled International Div. "to double its export sales in the past 2 years & increase them 20-fold in the past 15 years."

"Electronics is now the 5th largest U.S. industry, with 1962 volume estimated at $13 billion," noted Oct. 31 *Financial World.* "It is assured a bright future by fast rising developments in the industrial & military fields and by a high proportion of revenues devoted to research—estimated at $2.5 billion this year . . . Electronics could hold greater long range profits promise than perhaps any other field." Publication had this less-than-optimistic note however: "Sales of consumer electronic goods currently lack evidence of a dynamic underlying demand pull. Volume has held near $2 billion for several years despite some successes with stereo products, transistor radios & color TV. Without a new-product development that catches public fancy, market saturation is so complete that demand is largely determined by replacement needs & household formations."

"Corporation profits in the U.S. appear headed for the greatest year on record," noted Oct. 31 *Wall St. Journal.* Aggregate 3rd-quarter returns from 518 companies showed 9% profit gain to $2,642,589,000 from $2,424,824,000 in July-Sept. 1961. "Volume in electronic equipment for the whole year is estimated at a record $13.1 billion, against $12 billion in 1961," *Journal* said. Reports from 26 electronics & electrical equipment firms showed combined profits up 23.4% over 1961's 3rd quarter—to $123,794,000 from $100,303,000. These 26 companies included 14 specialty firms (profits up 47.6% to $13,685,000 from $9,272,000) and 12 broad-line companies (profits up 21% to $110,109,000 from $91,031,000) in 1961's September quarter.

Possibility of color-TV shortages is foreseen in Nov. 1 *Home Furnishings Daily* survey of major market areas. Retailing publication predicts scarcity of sets in $600-$700 range, with some variation from market to market. In breakdown, it reports Christmas season shortages in these areas: N.Y. (whole line), Cleveland (entire RCA line), Los Angeles ($550-$700), Atlanta ($595, $695 & $795 sets), Washington ($595-$695), St. Louis ($595 & $795), Cincinnati ($595-$695 RCA sets, all Zenith sets), Detroit ($500 - $700), Philadelphia (higher - priced "furniture pieces").

Census Dept. color data is "inaccurate," RCA said last week. Company made sharp rebuttal to figures published in *Television Digest* last week (Vol. 2:44 p7) from Census Dept. report which gave 1961 factory shipments of color sets as 147,000 units at $55,766,000 or average value of $379.36 per set. Said RCA: "For obvious competitive reasons, it has been a consistent policy of RCA not to release figures relating to the movement of color TV receivers. RCA will say, however, that the published Census figures are inaccurate."

Zenith already has produced & sold one million TV sets this year—"several weeks earlier" than in 3 preceding years when volume topped million mark. As result of sales pace, said Zenith Sales Corp. Pres. Leonard C. Truesdell, "Zenith will achieve in 1962 the greatest percentage of total industry sales in the company's history, and further strengthen our position as No. 1 in TV sales in the intensely competitive TV industry."

New Magnavox color line consists of 7 consoles in 13 wood finishes, headed by Astro-Sonic combo with completely transistorized tuner & sound system. Line begins at $595, with step-ups at $625, $650, $750 & $795 and combos at $995 & $1,195.

Du Mont adds 3 new color lowboy consoles at $795.

Officers & Directors stock transactions as reported to SEC for September:

Allied Artists. Roger W. Hurlock bought 1,300, held 35,300.

American Bosch Arma. V. C. Schorlemmer sold 500 in August, held 2,025.

AB-PT. John H. Regazzi bought 100, held 100.

American Electronics. Robert C. Loomis sold 1,000, held 100.

Ampex. Nathan W. Pearson bought 750, held 2,500.

Avco. Matthew A. McLaughlin sold 1,200, held 8,966.

Electronic Communications. Hal A. Kroeger sold 500, held 575.

Fairchild Camera & Instrument. Kenneth P. McNaughton bought 1,000 in August, held 4,040.

Friendly Frost. Joseph Giordano bought 8,500 in August, sold 600 in August, held 11,100.

Gabriel. Leonard H. Davis sold 4,725, held none. William R. Donnelly sold 830, held 100.

GE. Gerald L. Phillippe bought 1,500, held 14,010.

General Instrument. Monte Cohen bought 5,000, held 17,718.

Hazeltine. Wilfred M. McFarland bought 100, held 744.

International Resistance. Walter W. Slocum bought 200, held 2,200.

ITT. Charles D. Hilles Jr. sold 200, held 11,321.

Lear Siegler. James V. Bitner Jr. bought 200, held 241.

Litton Industries. Roy L. Ash sold 2,000, held 197,006.

P. R. Mallory. J. E. Cain sold 400, bought 400, held 23,552.

Metromedia. Benedict Gimbel Jr. sold 696, held 17,000.

Microwave Associates. Richard M. Walker sold 500 in August, held 31,056.

National Co. Louis C. Lerner bought 1,400, held 143,100.

Pacific Industries. Fred Bernstein sold 304 in August, held none.

Reeves Bcstg. & Development. Harry L. Petersen bought 200, held 2,130.

Rollins Bcstg. Henry B. Tippie bought 750, held 5,000.

Sonotone. Irving L. Schachtel tendered 53,600 to Servel, held 1,000.

Standard Kollsman Industries. Arthur Richenthal sold 500, held 24,497.

Taft Bcstg. Lawrence H. Rogers II sold 1,000, held 5,421.

Texas Instruments. E. O. Vetter sold 300, held 3,152.

Thompson Ramo Wooldridge. Dean E. Wooldridge sold 500 in August, 500 in September, held 35,143.

Trans-Lux. Harry Brandt bought 2,900 in August, held 92,196.

Twentieth Century-Fox. Spyros P. Skouras sold 2,000, held 80,760.

Webcor. Robert M. Woodward bought 200, held 305.

Zenith. Francis W. Crotty sold 1,000, held 2,165. Sam Kaplan bought 4,500, held 13,380. Hugh Robertson bought 4,500, held 29,999. Edwin M. Schroeder bought 360, held 780. Leonard C. Truesdell bought 2,250, held 9,850.

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Reports & comments available: Capital Cities Bcstg., opinion, Bache & Co., 36 Wall St., N.Y. 5. • **Westinghouse & Western Union,** reviews, Paine, Webber, Jackson & Curtis, 25 Broad St., N.Y. 4. • **General Dynamics,** comments, Purcell & Co., 50 Broadway, N.Y. 4.

Capitol Records has established subsidiary Electra Megadyne Inc. in Los Angeles to market Capitol-made TV transmitting equipment, tubes, other electronic products. Daniel C. Bonbright, Capitol's vice chmn., was elected Electra pres. but will continue to administer parent company's mail order, electronics & financial activities. A. Bruce Rozet was named vp in charge of Electra's General Communications Div.; Donald M. Muller, mktg. vp for Electron Tube Div. Capitol's electronic products are produced by its EMI Div. at Los Angeles (tubes), Fort Atkinson, Wis. (communications equipment) & in England. Bonbright forecast electronic sales in 1963 fiscal year ending next June 30 will more than double fiscal-1962's volume, which was "in excess of $1 million."

Motorola's 9-month earnings jumped 42% to $9.1 million as sales rose 18% to record $244.7-million (see financial table). Sales in Sept. quarter were also record—$85.1 million—and earnings increased to 85¢ a share from 83¢ in July-Sept. 1961. Pres. Robert W. Galvin said all 6 operating divisions contributed to sales improvement. Consumer Products Div., he said, bettered its percent of industry sales of TV receivers by 13% in 3rd quarter vs. 1961's 3rd quarter. Hi-fi unit volume increased 7%, radio sales declined. He forecast record volume for 4th quarter and total 1962 period.

International Resistance has declared first stock dividend in its 37-year history—a 2% issue payable Dec. 28 to holders of record Nov. 15. Pres. Walter W. Slocum described dividend as "a means of supplementing our regular & year-end extra cash payment, while, at the same time, enabling the company to conserve cash for its continuing expansion program." IRC also declared regular 10¢ quarterly cash dividend & 7½¢ year-end extra, both payable Nov. 30 to holders of record Nov. 15.

General Instrument has omitted dividend it usually declares at this time because "we're not as sure of the earnings situation as we were," reported treas. Frank F. Cleminshaw. General Instrument has been paying 15¢ a share annually, made last payment **December 1961.** He said company has some "unfortunate" experiences in profit on military contracts, but "we're still shooting for sales in the neighborhood of $90-100 million" in fiscal year ending Feb. 28.

Gross Telecasting, Inc., Lansing, Mich., has bought $750,000 in 4½% ten-year convertible debentures of Aero Geo Astro Corp., Alexandria, Va. Gross pres. Harold F. Gross was elected to Aero board. Aero Geo is a diversified R&D firm producing military & aerospace hardware. Proceeds will be used to increase working capital.

Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
General Instrument	Q	(Omitted)		
GT&E	Q	$0.20	Dec. 31	Nov. 23
IBM	Q	.75	Dec. 10	Nov. 9
Indiana General	Q	.20	Dec. 10	Nov. 21
Int'l Resistance	Q	.10	Nov. 30	Nov. 15
Int'l Resistance	Ex.	.07½	Nov. 30	Nov. 15
Int'l Resistance	Stk.	2%	Dec. 28	Nov. 15
Littelfuse	Q	.03¾	Nov. 15	Oct. 31
Oak Mfg.	—	.10	Dec. 14	Nov. 30
Texas Instruments	Q	.20	Dec. 14	Nov. 14
Tung-Sol	Q	.17½	Dec. 3	Nov. 13
Westinghouse	Q	.30	Dec. 1	Nov. 9

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
American Bosch Arma	1962—9 mo. to Sept. 30	$ 91,349,790	——	$ 2,184,368	$1.14[1]	1,902,041
	1961—9 mo. to Sept. 30	99,560,909	——	1,477,763	.76[1]	1,902,041
Arvin Industries	1962—9 mo. to Sept. 30	63,541,704	——	1,747,813	1.47	1,186,270
	1961—9 mo. to Sept. 30	50,858,262	——	1,180,930	1.00	1,137,609
	1962—qtr. to Sept. 30	23,433,286	——	740,876	.62	1,186,270
	1961—qtr. to Sept. 30	19,723,722	——	720,309	.61	1,137,609
Beckman Instruments	1962—qtr. to Sept. 30	18,324,365	$ 2,072,273	1,117,273	.73	1,534,800
	1961—qtr. to Sept. 30	18,558,100	1,833,861	973,861	.64	1,528,583
Cohu Electronics	1962—9 mo. to Sept. 30	1,769,135	12,699	8,699	.01	1,423,301
	1961—9 mo. to Sept. 30	7,238,351	653,802	413,802	.29	1,426,851
Dynamics Corp. of America	1962—9 mo. to Sept. 30	55,125,873[2]	5,798,985	2,712,060[2]	.80[1]	2,996,219
	1961—9 mo. to Sept. 30	32,948,496	2,040,408	1,162,851	.30[1]	2,787,027
Electronic Associates	1962—9 mo. to Sept. 30	13,448,309	2,291,737	1,090,406	1.27	860,621
	1961—9 mo. to Sept. 30	12,218,189	1,262,068	609,888	.69	886,565
Electronic Communications	1962—year to Sept. 30	36,885,199	1,434,147	708,147	.95[1]	719,728
	1961—year to Sept. 30	22,280,994	566,153	306,153	.46[1]	617,482
Electronic Specialty	1962—9 mo. to Sept. 30	48,356,297	2,903,994	1,953,994	1.39	1,407,685
	1961—9 mo. to Sept. 30	20,241,290	1,015,180	887,180	1.01	878,608
Gabriel	1962—9 mo. to Sept. 30	23,895,303	1,891,419	940,419	1.28[1]	735,000
	1961—9 mo. to Sept. 30	22,942,153	749,820	450,368	.65[1]	678,238
	1962—qtr. to Sept. 30	7,107,218	——	246,657	.34[1]	735,000
	1961—qtr. to Sept. 30	7,482,903	——	105,226	.15[1]	678,238
General Bronze	1962—9 mo. to Sept. 30	13,788,303	28,554	28,554	.07	391,820
	1961—9 mo. to Sept. 30	13,749,498	(1,278,651)	(678,651)[3]	—	391,820
Globe-Union	1962—9 mo. to Sept. 30	48,768,783	——	1,733,095	1.99	868,232
	1961—9 mo. to Sept. 30	42,941,563	——	1,202,520	1.40	853,775
	1962—qtr. to Sept. 30	16,887,676	——	500,963	.57	868,232
	1961—qtr. to Sept. 30	16,551,022	——	336,825	.39	853,775
Indiana General	1962—9 mo. to Sept. 30	19,937,207	3,257,579	1,605,529	1.40	1,150,002
	1961—9 mo. to Sept. 30	15,799,749	2,277,340	1,120,250	.97	1,150,002
International Rectifier	1962—qtr. to Sept. 30	4,277,644	583,077	297,423	.12	2,414,542
	1961—qtr. to Sept. 30	3,529,631	601,413	295,443	.12	2,414,542
Ling-Temco-Vought	1962—9 mo. to Sept. 30	249,807,938	——	6,639,164	2.39	——
	1961—9 mo. to Sept. 30	114,572,426	——	(12,500,592)[4]	—	——
Loral Electronics	1962—6 mo. to Sept. 30	224,700,845[2]	——	659,000	.30	2,173,305
	1961—6 mo. to Sept. 30	207,703,769	——	762,700	.41	1,738,944
Motorola (Story on p. 11)	1962—9 mo. to Sept. 30	85,051,498[2]	19,396,488	9,098,080[7]	2.26	4,026,872
	1961—9 mo. to Sept. 30	78,981,545	13,910,156	6,416,892	1.59	4,028,652
	1962—qtr. to Sept. 30	19,390,000	7,272,937	3,412,104	.85	4,026,872
	1961—qtr. to Sept. 30	19,238,000	7,483,495	3,354,363	.83	4,028,652
Muter	1962—9 mo. to Sept. 30	11,934,232	397,734	197,161	.16	1,199,094
	1961—9 mo. to Sept. 30	10,047,200	219,651	111,119	.09[5]	1,142,961
Sonotone	1962—9 mo. to Sept. 30	15,981,000	——	253,406	.20[1]	1,220,430
	1961—9 mo. to Sept. 30	16,396,000	——	(148,402)	—	1,158,745
Textron Electronics	1962—9 mo. to Sept. 30	20,377,000	——	1,236,000	.41	3,011,093
	1961—9 mo. to Sept. 30	16,068,000	——	(1,091,000)[6]	—	3,006,093
Trans-Lux	1962—9 mo. to Sept. 30	——	——	532,235	.72	743,837
	1961—9 mo. to Sept. 30	——	——	465,815	.63	743,837
Tung-Sol	1962—39 wks. to Sept. 29	49,640,309	1,480,514	713,514	.60[1]	926,826
	1961—39 wks. to Sept. 29	47,583,074	1,807,620	910,620	.81[1]	925,858
Victoreen Instrument	1962—9 mo. to Sept. 30	16,609,000	——	1,303,000	.61	2,139,540
	1961—9 mo. to Sept. 30	13,417,000	——	7,984	—	2,215,540
Wells-Gardner	1962—9 mo. to Sept. 30	19,024,000	——	722,000	1.69	422,400
	1961—9 mo. to Sept. 30	16,945,000	——	487,000	1.15	422,400
	1962—qtr. to Sept. 30	9,717,000	——	476,000	1.11	422,400
	1961—qtr. to Sept. 30	7,318,000	——	282,000	.67	422,400

Notes: [1] After preferred dividends. [2] Record. [3] After $600,000 tax credit. [4] After writeoff of $13,039,200. [5] Adjusted to reflect 5% stock dividend Dec. 1961. [6] After non-recurring charges of $643,000. [7] Before capital gain of $1 million (25¢ a share) from sale of Motorola Finance Corp. (Vol. 2:25 p 10).

WEEKLY **Television Digest**

NOVEMBER 5, 1962 © TELEVISION DIGEST, INC. SPECIAL SUPPLEMENT

ARB Estimates

Television Households by States and Counties

As of January 1, 1962

Compiled by American Research Bureau. Household Estimates by Standard Rate & Data Service.

NOV 5 1962
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U.S. TOTALS: Total Households, 54,469,900. Television Households, 49,029,100. Percent with Television, 90%.

SUMMARY OF TELEVISION HOUSEHOLDS BY STATES

State	Total Households	TV Households Number	Percent
Alabama	896,900	728,300	81
Arizona	400,500	345,200	86
Arkansas	528,500	435,300	82
California	5,270,000	4,821,100	91
Colorado	544,700	486,700	89
Connecticut	782,400	736,900	94
Delaware	133,300	122,800	92
Dist. of Columbia	254,400	219,600	86
Florida	1,670,200	1,449,700	87
Georgia	1,089,700	918,200	84
Hawaii	160,200	132,100	82
Idaho	198,400	179,200	90
Illinois	3,158,700	2,912,100	92
Indiana	1,414,800	1,306,000	92
Iowa	850,600	786,300	92
Kansas	694,200	628,200	90
Kentucky	867,300	721,400	83
Louisiana	916,700	796,200	87
Maine	288,200	267,000	93
Maryland	897,400	835,900	93
Massachusetts	1,565,400	1,477,800	94
Michigan	2,297,300	2,163,500	94
Minnesota	1,009,800	915,900	91
Mississippi	577,500	423,700	73
Missouri	1,393,800	1,246,000	89
Montana	205,200	174,200	85
Nebraska	441,200	404,400	92
Nevada	97,400	85,500	88
New Hampshire	185,100	172,400	93
New Jersey	1,871,600	1,789,300	96
New Mexico	263,500	222,100	84
New York	5,347,000	4,927,000	92
North Carolina	1,222,100	1,032,400	84
North Dakota	175,900	159,600	91
Ohio	2,923,400	2,745,600	94
Oklahoma	750,300	669,100	89
Oregon	570,400	504,500	88
Pennsylvania	3,408,100	3,174,000	93
Rhode Island	259,800	248,200	96
South Carolina	614,900	502,500	82
South Dakota	198,200	177,600	90
Tennessee	1,024,100	871,200	85
Texas	2,862,700	2,523,700	88
Utah	252,500	231,000	91
Vermont	112,200	102,700	92
Virginia	1,109,300	955,500	86
Washington	913,500	827,600	91
West Virginia	526,500	456,500	87
Wisconsin	1,172,000	1,093,000	93
Wyoming	102,000	85,600	84

State and County	Total Households	TV Households Number	Percent
ALABAMA			
Autauga	4,800	3,600	73
Baldwin	13,500	11,600	86
Barbour	6,500	4,200	65
Bibb	3,700	2,900	75
Blount	7,100	5,800	82
Bullock	3,400	2,100	60
Butler	6,400	4,600	71
Calhoun	26,500	22,700	86
Chambers	10,500	8,200	78
Cherokee	4,400	3,500	80
Chilton	7,200	5,400	76
Choctaw	4,300	2,600	60
Clarke	6,600	4,300	64
Clay	3,500	2,800	78
Cleburne	2,900	2,200	75
Coffee	8,400	6,500	78
Colbert	13,100	10,200	78
Conecuh	4,600	3,000	63
Coosa	2,800	2,100	75
Covington	10,300	7,900	77
Crenshaw	4,100	3,000	72
Cullman	12,500	11,000	88
Dale	8,400	7,000	83
Dallas	14,600	10,300	71
De Kalb	11,800	9,600	81
Elmore	8,000	6,100	77
Escambia	8,900	6,600	75
Etowah	27,700	24,300	88
Fayette	4,600	3,600	77
Franklin	6,200	4,600	74
Geneva	6,300	4,900	77
Greene	3,300	1,500	46
Hale	4,600	2,600	56
Henry	4,000	3,000	75
Houston	14,500	12,500	86
Jackson	9,700	7,600	79
Jefferson	185,000	164,700	89
Lamar	4,100	3,100	75
Lauderdale	17,500	13,200	75
Lawrence	6,200	4,400	71
Lee	12,700	10,000	78
Limestone	9,600	7,300	75
Lowndes	3,400	1,800	51
Macon	6,100	4,200	68
Madison	32,700	26,700	82
Marengo	6,800	4,100	60
Marion	6,300	5,100	81
Marshall	13,700	11,400	83
Mobile	86,500	76,500	89
Monroe	5,600	3,400	60
Montgomery	47,300	39,500	84
Morgan	17,500	14,200	82
Perry	4,100	2,200	53
Pickens	5,600	3,500	63
Pike	6,900	4,800	69
Randolph	5,600	4,100	74
Russell	12,000	9,200	77
St. Clair	6,800	5,500	81
Shelby	8,600	7,300	85
Sumter	4,700	2,900	60
Talladega	17,000	13,600	80
Tallapoosa	9,700	7,600	78
Tuscaloosa	28,300	22,700	81
Walker	15,100	13,000	86
Washington	3,600	2,500	69
Wilcox	4,300	2,200	50
Winston	4,200	3,500	82
Totals	896,900	728,300	81
ARIZONA			
Apache	6,200	2,800	46
Cochise	16,800	13,800	82
Coconino	11,500	7,400	64
Gila	7,600	6,000	79
Graham	3,800	2,900	74
Greenlee	3,100	2,700	84
Maricopa	210,800	190,200	91
Mohave	2,600	2,000	76
Navajo	9,200	5,200	56
Pima East	80,200	72,300	91
Pima West	4,900	4,400	91
Pinal	16,900	14,100	84
Santa Cruz	3,100	2,400	76
Yavapai	10,100	7,400	74
Yuma	13,800	11,700	85
Totals	400,500	345,200	86
ARKANSAS			
Arkansas	7,000	6,100	87
Ashley	6,700	5,300	79
Baxter	3,300	2,600	77
Benton	12,100	9,700	80
Boone	5,400	4,300	79
Bradley	4,100	3,300	79
Calhoun	1,700	1,400	79
Carroll	3,900	3,100	80
Chicot	5,400	3,600	67
Clark	6,000	4,900	82
Clay	6,500	5,200	81
Cleburne	2,900	2,300	81
Cleveland	2,000	1,500	72
Columbia	7,800	6,100	79
Conway	4,500	3,700	83
Craighead	13,700	12,200	89
Crawford	6,500	5,100	79
Crittenden	12,000	9,300	78
Cross	5,200	4,200	81
Dallas	3,000	2,500	81
Desha	5,600	4,300	77
Drew	4,200	3,100	73
Faulkner	7,000	5,900	84
Franklin	3,200	2,600	79
Fulton	2,100	1,300	57
Garland	16,700	14,000	84
Grant	2,500	2,100	83
Greene	7,600	6,500	85
Hempstead	6,100	4,800	79
Hot Spring	6,500	5,500	83
Howard	3,400	2,900	84
Independence	6,300	5,100	81
Izard	2,200	1,400	62
Jackson	6,400	5,200	81
Jefferson	23,200	19,600	85
Johnson	3,900	3,000	76
Lafayette	3,200	2,700	83
Lawrence	5,100	4,000	77
Lee	5,200	3,600	69
Lincoln	3,300	2,500	75
Little River	2,700	2,100	74
Logan	4,800	3,900	80
Lonoke	6,800	6,000	88
Madison	2,800	1,800	62
Marion	2,000	1,600	80
Miller	9,700	8,300	85
Mississippi	18,300	15,300	84
Monroe	4,600	3,200	69
Montgomery	1,700	1,300	75
Nevada	3,300	2,500	75
Newton	1,700	1,000	59
Ouachita	9,400	7,400	79
Perry	1,500	1,300	87
Phillips	11,900	8,600	72
Pike	2,500	2,000	79
Poinsett	8,000	6,800	85

(Continued on next page)

State and County	Total Households	TV Households Number	Percent
ARKANSAS—(Continued)			
Polk	3,900	2,900	74
Pope	6,400	5,400	83
Prairie	3,100	2,500	79
Pulaski	74,800	67,600	91
Randolph	3,800	2,900	75
St. Francis	8,200	6,300	76
Saline	7,700	7,000	91
Scott	2,300	1,800	75
Searcy	2,400	1,800	71
Sebastian	21,500	19,300	90
Sevier	3,300	2,800	84
Sharp	2,000	1,300	61
Stone	1,800	1,300	71
Union	15,200	12,800	85
Van Buren	2,300	1,900	81
Washington	17,700	14,000	79
White	9,900	8,300	84
Woodruff	3,800	2,900	75
Yell	3,700	3,100	81
Totals	**528,500**	**435,300**	**82**
CALIFORNIA			
Alameda East	10,200	9,400	92
Alameda West	298,900	273,800	92
Alpine	100	100	68
Amador	3,200	2,800	87
Butte	28,400	24,900	88
Calaveras	3,500	3,100	88
Colusa	4,000	3,500	87
Contra Costa E	63,300	59,600	95
Contra Costa W	60,300	56,800	95
Del Norte	5,700	4,700	82
El Dorado	10,500	9,700	92
Fresno	111,600	100,300	90
Glenn	5,400	4,900	90
Humboldt	33,400	29,600	89
Imperial	19,000	15,400	81
Inyo	4,100	3,000	72
Kern West	76,300	69,00	91
Kern East	12,900	11,700	91
Kings	14,500	12,700	88
Lake	5,400	4,400	80
Lassen	4,300	3,600	82
Los Angeles	2,121,300	1,965,800	93
Madera	11,900	10,500	88
Marin	47,400	43,400	92
Mariposa	1,700	1,400	80
Mendocino	15,500	12,400	80
Merced	26,600	23,800	90
Modoc	2,600	2,200	80
Mono	900	600	63
Monterey	55,300	49,600	90
Napa North	3,300	3,000	91
Napa South	16,500	15,000	91
Nevada	7,500	6,600	88
Orange North	184,400	175,900	96
Orange South	42,400	40,500	96
Placer	18,100	16,300	90
Plumas	3,900	3,200	82
Riverside East	5,400	4,900	90
Riverside West	96,800	86,900	90
Sacramento	162,400	150,700	93
San Benito	4,700	4,100	87
San Bernardino E	3,700	3,400	92
San Bernardino W	157,700	144,100	92
San Diego	330,800	305,900	93
San Francisco	296,500	246,000	83
San Joaquin	77,500	68,700	89
San Luis Obispo	27,100	24,000	89
San Mateo	145,800	138,700	96
Santa Barbara	55,700	49,800	90
Santa Clara East	7,100	6,600	93
Santa Clara West	194,600	180,900	93
Santa Cruz	31,900	28,300	89
Shasta	19,500	17,900	92
Sierra	800	700	81
Siskiyou	11,100	9,100	82
Solano East	17,200	16,200	94
Solano West	22,800	21,500	94
Sonoma North	33,900	30,000	89
Sonoma South	15,800	14,000	89
Stanislaus	49,800	43,400	88
Sutter	10,400	9,600	93
Tehama	8,400	7,700	93
Trinity	3,400	2,700	80
Tulare	49,800	44,200	89
Tuolumne	5,200	4,500	86
Ventura	58,700	54,900	94
Yolo	20,900	18,900	90
Yuba	10,300	9,500	92
Totals	**5,270,000**	**4,821,100**	**91**
COLORADO			
Adams	33,400	32,300	97
Alamosa	2,800	2,200	77
Arapahoe	33,300	31,700	95
Archuleta	700	500	65
Baca	2,000	1,100	52
Bent	2,000	1,700	84
Boulder	23,200	20,400	88
Chaffee	2,600	2,100	79
Cheyenne	800	600	73
Clear Creek	1,000	900	85
Conejos	2,000	1,500	74
Costilla	1,000	500	49
Crowley	1,200	1,100	90
Custer	400	400	73
Delta	5,100	4,100	80
Denver	167,700	151,000	91
Dolores	600	300	48
Douglas	1,500	1,500	97
Eagle	1,300	1,000	73
Elbert	1,200	1,000	82
El Paso	44,700	41,500	93
Fremont	6,200	5,100	82
Garfield	3,900	3,100	78
Gilpin	300	300	88
Grand	1,100	800	70
Gunnison	1,500	1,100	69
Hinsdale	100	100	96
Huerfano	2,400	1,800	74
Jackson	500	500	85
Jefferson	39,400	37,900	96
Kiowa	800	600	74
Kit Carson	2,100	1,600	72
Lake	2,000	1,600	79
La Plata	5,600	4,400	78
Larimer	16,900	15,200	90
Las Animas	5,900	4,100	70
Lincoln	1,700	1,500	85
Logan	6,000	5,100	84
Mesa	15,700	13,800	88
Mineral	200	100	58
Moffat	2,200	1,600	69
Montezuma	4,100	3,200	78
Montrose	5,400	4,500	82
Morgan	6,300	5,800	93
Otero	7,100	6,100	86
Ouray	500	400	67
Park	600	600	81
Phillips	1,500	1,400	92
Pitkin	800	500	57
Prowers	4,000	2,800	70
Pueblo	33,430	30,900	93
Rio Blanco	1,500	1,300	83
Rio Grande	3,100	2,300	73
Routt	1,900	1,300	65
Saguache	1,200	900	69
San Juan	200	300	85
San Miguel	900	700	68
Sedgwick	1,300	1,200	86
Summit	700	600	81
Teller	900	800	90
Washington	2,000	1,600	79
Weld	21,200	19,500	92
Yuma	2,900	2,400	80
Totals	**544,700**	**486,700**	**89**
CONNECTICUT			
Fairfield	202,600	193,400	96
Hartford	214,300	201,100	94
Litchfield	37,700	35,000	93
Middlesex	26,700	24,800	93
New Haven	205,700	194,700	95
New London	55,200	50,500	92
Tolland	19,000	17,600	93
Windham	21,400	19,800	93
Totals	**782,400**	**736,900**	**94**
DELAWARE			
Kent	19,100	17,100	90
New Castle	91,900	87,100	95
Sussex	22,300	18,600	84
Totals	**133,300**	**122,800**	**92**
DIST. OF COLUMBIA			
Washington	254,400	219,600	86
FLORIDA			
Alachua	20,300	15,200	75
Baker	1,800	1,500	83
Bay	19,400	16,900	87
Bradford	3,400	2,800	81
Brevard	36,700	32,300	88
Broward	121,400	112,700	93
Calhoun	2,000	1,300	64
Charlotte	5,200	4,300	82
Citrus	3,300	2,500	76
Clay	5,600	4,800	84
Collier	5,300	3,900	74
Columbia	5,700	4,400	77
Dade	336,600	299,000	89
De Soto	3,200	2,500	78
Dixie	1,300	800	55
Duval	138,700	124,200	90
Escambia	50,100	45,000	90
Flagler	1,400	1,100	78
Franklin	2,200	1,500	68
Gadsden	8,900	6,200	70
Gilchrist	800	700	77
Glades	900	600	65
Gulf	2,900	2,200	74
Hamilton	2,100	1,300	64
Hardee	3,800	3,200	84
Hendry	2,500	1,700	68
Hernando	3,800	3,100	80
Highlands	7,300	5,800	80
Hillsborough	130,700	114,400	88
Holmes	3,100	1,900	59
Indian River	8,900	7,100	80
Jackson	9,800	6,500	67
Jefferson	2,500	1,600	65
Lafayette	900	500	59
Lake	19,500	16,800	86
Lee	19,400	16,400	85
Leon	20,400	16,700	82
Levy	3,200	2,000	61
Liberty	900	700	69
Madison	3,800	2,200	57
Manatee	26,600	23,400	88
Marion	16,000	11,900	75
Martin	6,200	5,200	84
Monroe	14,600	10,100	69
Nassau	4,800	4,200	86
Okaloosa	17,500	15,600	89
Okeechobee	1,900	1,600	84
Orange	87,000	77,800	90
Osceola	7,200	6,000	82
Palm Beach	82,300	70,200	86
Pasco	13,200	11,300	86
Pinellas	154,800	138,100	90
Polk	61,000	52,800	87
Putnam	9,800	8,100	83
St. Johns	9,200	7,700	84
St. Lucie	13,000	10,800	83
Santa Rosa	8,100	7,200	89
Sarasota	30,500	26,600	88
Seminole	17,200	15,200	88
Sumter	3,600	2,800	77
Suwannee	4,200	2,800	65
Taylor	3,800	2,600	68
Union	1,200	900	74
Volusia	48,100	41,900	88
Wakulla	1,400	1,200	81
Walton	4,600	3,300	72
Washington	3,200	2,300	72
Totals	**1,670,200**	**1,449,700**	**87**
GEORGIA			
Appling	3,200	2,200	68
Atkinson	1,500	800	49
Bacon	2,200	1,600	71
Baker	1,100	700	62
Baldwin	5,600	4,200	74
Banks	1,700	1,300	74
Barrow	4,200	3,600	85
Bartow	7,700	6,800	88
Ben Hill	3,900	2,700	68
Berrien	3,200	2,200	68
Bibb	41,000	35,500	87
Bleckley	2,600	1,900	72
Brantley	1,500	1,200	77
Brooks	3,900	2,900	75
Bryan	1,500	1,200	79
Bulloch	6,200	5,000	80
Burke	5,100	3,400	65
Butts	2,300	1,900	82
Calhoun	1,900	1,000	49
Camden	2,600	2,200	84
Candler	1,800	1,300	72
Carroll	10,300	9,000	88
Catoosa	5,900	5,500	93
Charlton	1,300	1,000	75
Chatham	54,400	47,300	87
Chattahoochee	1,300	1,300	92
Chattooga	5,600	4,700	84
Cherokee	6,400	5,700	89
Clarke	12,600	10,400	83
Clay	1,200	800	65
Clayton	12,900	12,100	94
Clinch	1,700	1,200	69
Cobb	32,900	31,000	95
Coffee	5,600	4,000	71
Colquitt	9,100	7,400	81
Columbia	3,500	2,900	82
Cook	3,200	2,400	74
Coweta	7,900	6,300	80
Crawford	1,400	900	60
Crisp	5,000	3,600	72
Dade	2,200	2,000	86
Dawson	1,000	800	74
Decatur	6,600	5,200	78
De Kalb	77,600	73,700	95
Dodge	4,400	3,300	75
Dooly	3,000	2,200	73
Dougherty	21,000	17,500	83
Douglas	4,600	4,200	89
Early	3,400	2,400	70
Echols	500	300	61
Effingham	2,500	2,000	79
Elbert	5,000	4,200	85
Emanuel	4,900	3,500	72
Evans	1,900	1,600	81
Fannin	3,700	2,800	76
Fayette	2,100	1,800	84
Floyd	19,800	17,100	87
Forsyth	3,400	3,100	91
Franklin	3,800	3,300	86
Fulton	165,900	149,800	91
Gilmer	2,400	1,800	74
Glascock	800	600	76
Glynn	12,100	10,300	85
Gordon	5,500	4,800	87
Grady	4,700	3,800	80
Greene	2,900	2,100	72
Gwinnett	12,200	11,000	90
Habersham	4,900	3,900	80
Hall	14,000	12,200	87
Hancock	2,200	1,300	57

State and County	Total Households	TV Households Number	Percent
Haralson	4,200	3,500	84
Harris	2,800	2,200	76
Hart	4,100	3,500	85
Heard	1,400	1,200	78
Henry	4,400	3,600	81
Houston	10,700	9,500	89
Irwin	2,400	1,800	73
Jackson	5,100	4,300	83
Jasper	1,600	1,100	68
Jeff Davis	2,200	1,600	72
Jefferson	4,400	3,200	72
Jenkins	2,400	1,900	75
Johnson	2,200	1,800	78
Jones	2,100	1,700	76
Lamar	2,800	2,200	80
Lanier	1,300	900	67
Laurens	8,600	6,100	71
Lee	1,400	1,100	73
Liberty	3,600	2,900	78
Lincoln	1,400	1,100	77
Long	1,000	700	71
Lowndes	13,700	10,400	76
Lumpkin	1,800	1,600	85
McDuffie	3,400	2,700	79
McIntosh	1,600	1,200	71
Macon	3,200	2,200	67
Madison	3,100	2,500	79
Marion	1,300	800	56
Meriwether	5,000	3,800	75
Miller	1,900	1,300	68
Mitchell	4,900	3,600	72
Monroe	2,600	2,100	78
Montgomery	1,600	900	57
Morgan	2,700	2,000	73
Murray	2,800	2,200	78
Muscogee	44,000	38,900	89
Newton	5,700	4,800	84
Oconee	1,700	1,600	91
Oglethorpe	2,000	1,500	73
Paulding	3,600	3,300	89
Peach	3,500	2,900	81
Pickens	2,500	2,100	83
Pierce	2,500	1,900	73
Pike	1,800	1,300	71
Polk	8,000	6,800	86
Pulaski	2,300	1,600	70
Putnam	2,000	1,500	77
Quitman	600	400	66
Rabun	2,000	1,500	75
Randolph	2,900	1,900	66
Richmond	36,700	32,300	88
Rockdale	2,800	2,400	85
Schley	800	700	73
Screven	3,800	2,700	70
Seminole	1,800	1,400	76
Spalding	10,200	8,700	85
Stephens	5,200	4,200	80
Stewart	1,800	1,100	56
Sumter	6,600	4,500	68
Talbot	1,700	1,200	67
Taliaferro	900	600	65
Tattnall	3,600	2,800	77
Taylor	2,100	1,600	72
Telfair	3,100	1,900	59
Terrell	3,300	2,300	69
Thomas	9,300	7,400	80
Tift	6,300	4,700	75
Toombs	4,500	3,000	66
Towns	1,100	1,000	81
Treutlen	1,600	1,100	65
Troup	13,200	10,300	79
Turner	2,300	1,700	74
Twiggs	1,800	1,300	69
Union	1,800	1,400	79
Upson	6,600	5,500	83
Walker	12,900	11,500	90
Walton	5,500	4,600	83
Ware	9,800	7,800	80
Warren	1,800	1,300	67
Washington	4,900	3,000	60
Wayne	4,700	3,800	80
Webster	800	400	51
Wheeler	1,300	800	60
White	1,800	1,400	77
Whitfield	11,800	10,400	88
Wilcox	2,100	1,600	75
Wilkes	3,100	2,000	63
Wilkinson	2,400	1,800	74
Worth	4,000	3,100	77
Totals	**1,089,700**	**918,200**	**84**
HAWAII			
Hawaii	15,700	10,800	69
Honolulu	125,100	110,400	88
Kauai	8,100	2,000	25
Maui	11,300	8,900	79
Totals	**160,200**	**132,100**	**82**
IDAHO			
Ada	29,800	27,200	92
Adams	900	800	80
Bannock	14,200	12,700	90
Bear Lake	2,000	1,800	86
Benewah	1,900	1,700	88
Bingham	7,300	6,900	94
Blaine	1,400	1,200	82
Boise	500	500	88
Bonner	4,900	4,300	86
Bonneville	13,400	12,600	95
Boundary	1,700	1,400	79
Butte	1,000	1,000	94
Camas	300	300	96
Canyon	17,400	15,300	88
Caribou	1,600	1,400	86
Cassia	4,500	4,100	92
Clark	300	300	83
Clearwater	2,600	2,200	84
Custer	900	700	75
Elmore	4,700	4,300	92
Franklin	2,200	2,000	88
Fremont	2,400	2,200	93
Gem	2,900	2,600	89
Gooding	2,800	2,600	91
Idaho	4,000	3,100	76
Jefferson	3,000	2,900	97
Jerome	3,300	3,100	93
Kootenai	9,500	8,900	93
Latah	6,200	5,300	84
Lemhi	1,800	1,200	66
Lewis	1,300	1,200	90
Lincoln	1,100	1,000	89
Madison	2,400	2,300	94
Minidoka	4,000	3,600	88
Nez Perce	8,700	7,800	90
Oneida	1,000	1,000	90
Owyhee	1,900	1,700	90
Payette	3,900	3,500	90
Power	1,200	1,000	81
Shoshone	6,300	5,600	89
Teton	700	700	98
Twin Falls	13,000	12,000	93
Valley	1,100	900	80
Washington	2,600	2,300	84
Totals	**198,400**	**179,200**	**90**
ILLINOIS			
Adams	21,900	20,300	93
Alexander	5,300	4,300	80
Bond	4,500	3,800	84
Boone	6,200	5,700	92
Brown	2,100	1,800	87
Bureau	12,000	10,400	91
Calhoun	1,800	1,700	88
Carroll	6,100	5,700	93
Cass	4,700	4,200	88
Champaign	37,300	33,600	91
Christian	11,900	10,800	91
Clark	5,500	4,800	88
Clay	5,200	4,200	80
Clinton	6,900	6,300	92
Coles	13,700	12,400	91
Cook	1,636,200	1,515,000	93
Crawford	7,000	6,400	91
Cumberland	3,200	2,800	86
Dekalb	15,100	14,000	93
De Witt	5,700	5,200	91
Douglas	6,100	5,600	92
Dupage	92,500	89,500	97
Edgar	7,500	6,900	91
Edwards	2,700	2,200	80
Effingham	6,900	5,600	82
Fayette	6,800	5,800	86
Ford	5,200	4,800	92
Franklin	14,000	12,100	87
Fulton	13,800	12,500	90
Gallatin	2,500	2,000	79
Greene	5,600	5,200	92
Grundy	7,000	6,600	95
Hamilton	3,400	2,500	75
Hancock	7,900	7,300	92
Hardin	1,900	1,700	88
Henderson	2,600	2,300	88
Henry	15,800	14,900	94
Iroquois	10,600	9,500	90
Jackson	12,800	10,900	85
Jasper	3,600	3,100	85
Jefferson	10,600	8,900	85
Jersey	5,000	4,500	89
Jo Daviess	6,500	5,600	86
Johnson	2,300	1,900	84
Kane	61,500	57,600	94
Kankakee	24,500	22,600	93
Kendall	5,200	5,000	96
Knox	19,200	18,100	95
Lake	83,000	80,100	97
La Salle	34,500	31,200	91
Lawrence	6,000	5,300	88
Lee	10,600	9,800	93
Livingston	11,900	10,400	88
Logan	9,200	8,400	91
McDonough	9,200	8,400	91
McHenry	25,700	24,900	97
McLean	26,300	23,500	90
Macon	38,000	35,000	92
Macoupin	14,200	12,900	91
Madison	68,700	64,300	94
Marion	12,900	11,500	89
Marshall	4,200	3,800	89
Mason	5,000	4,600	92
Massac	4,700	4,000	85
Menard	3,000	2,600	88
Monroe	4,700	4,300	91
Mercer	5,400	5,100	95
Montgomery	10,400	9,200	89
Morgan	10,500	9,100	87
Moultrie	4,300	3,700	86
Ogle	12,000	11,000	92
Peoria	58,900	54,100	92
Perry	6,400	5,500	87
Piatt	4,700	4,500	95
Pike	6,900	6,100	89
Pope	1,400	1,100	76
Pulaski	3,400	2,700	79
Putnam	1,500	1,300	84
Randolph	8,600	7,700	90
Richland	5,200	4,500	85
Rock Island	46,900	44,800	96
St. Clair	80,100	73,300	92
Saline	9,400	8,100	86
Sangamon	48,300	42,900	89
Schuyler	2,900	2,700	91
Scott	2,100	2,000	94
Shelby	7,500	6,400	85
Stark	2,500	2,400	93
Stephenson	14,700	13,400	91
Tazewell	30,700	28,600	94
Union	5,200	4,700	89
Vermilion	30,600	27,800	91
Wabash	4,500	3,900	86
Warren	6,800	6,300	93
Washington	4,500	3,800	85
Wayne	6,200	4,800	78
White	6,400	5,000	77
Whiteside	18,300	16,900	93
Will	55,900	52,900	95
Williamson	15,600	13,700	88
Winnebago	65,300	61,100	94
Woodford	7,300	6,500	89
Totals	**3,158,700**	**2,912,100**	**92**
INDIANA			
Adams	7,100	6,400	91
Allen	70,400	65,500	93
Bartholomew	14,700	13,600	93
Benton	3,400	3,200	91
Blackford	4,700	4,300	93
Boone	8,700	8,200	94
Brown	2,100	1,900	93
Carroll	5,300	5,000	93
Cass	12,400	11,100	90
Clark	18,300	16,900	93
Clay	8,100	7,600	93
Clinton	9,900	9,200	94
Crawford	2,600	2,100	80
Daviess	8,100	6,900	86
Dearborn	8,500	7,900	93
Decatur	6,000	5,500	91
De Kalb	8,500	8,100	95
Delaware	33,800	31,700	94
Dubois	7,500	6,400	86
Elkhart	32,800	29,300	90
Fayette	7,400	6,800	93
Floyd	15,600	14,700	94
Fountain	6,000	5,600	92
Franklin	4,500	3,900	86
Fulton	5,500	5,000	92
Gibson	9,500	8,500	90
Grant	22,800	20,700	91
Greene	9,000	8,000	90
Hamilton	12,400	11,800	95
Hancock	8,300	7,800	95
Harrison	5,500	5,000	90
Hendricks	12,500	11,900	95
Henry	14,800	13,800	93
Howard	21,300	19,900	94
Huntington	10,400	9,800	94
Jackson	9,300	8,600	92
Jasper	5,300	4,800	91
Jay	7,200	6,400	88
Jefferson	6,700	6,000	90
Jennings	4,500	4,000	90
Johnson	13,000	12,600	97
Knox	13,400	12,200	91
Kosciusko	12,700	11,600	91
La Grange	4,800	3,700	78
Lake	148,000	139,600	94
La Porte	27,600	26,200	95
Lawrence	11,300	10,400	91
Madison	38,900	36,700	95
Marion	218,100	203,800	94
Marshall	9,800	9,000	91
Martin	2,900	2,600	88
Miami	11,500	10,500	91
Monroe	17,100	14,800	87
Montgomery	10,200	9,600	94
Morgan	10,100	9,400	94
Newton	3,500	3,200	92
Noble	8,500	7,700	91
Ohio	1,300	1,300	95
Orange	5,100	4,500	87
Owen	3,700	3,400	91
Parke	4,800	4,500	93
Perry	4,900	4,200	85
Pike	4,200	3,600	85
Porter	17,400	16,400	94
Posey	5,900	4,900	84
Pulaski	3,800	3,300	85
Putnam	6,900	6,400	92
Randolph	9,100	8,300	92

(Continued on next page)

State and County	Total Households	TV Households Number	Percent
INDIANA—(Continued)			
Ripley	6,000	5,300	88
Rush	6,100	5,800	95
St. Joseph	71,400	67,000	94
Scott	4,300	3,700	85
Shelby	10,700	10,100	95
Spencer	4,600	4,100	88
Starke	5,300	4,800	90
Steuben	5,300	4,900	93
Sullivan	7,300	6,700	91
Switzerland	2,200	1,900	85
Tippecanoe	25,400	22,400	88
Tipton	4,900	4,700	95
Union	1,900	1,700	88
Vanderburgh	51,500	46,500	91
Vermillion	6,000	5,600	93
Vigo	35,100	32,200	92
Wabash	10,000	8,800	88
Warren	2,600	2,300	88
Warrick	7,000	6,200	89
Washington	5,400	4,600	85
Wayne	22,400	20,700	92
Wells	6,500	6,000	91
White	6,200	5,700	91
Whitley	6,300	6,000	94
Totals	1,414,800	1,306,000	92
IOWA			
Adair	3,600	3,400	94
Adams	2,400	2,100	85
Allamakee	4,500	4,100	91
Appanoose	5,600	4,900	87
Audubon	3,400	3,200	94
Benton	7,200	6,900	95
Black Hawk	36,400	34,400	95
Boone	8,500	8,000	94
Bremer	6,200	5,700	92
Buchanan	6,100	5,600	92
Buena Vista	6,600	6,200	93
Butler	5,400	4,900	89
Calhoun	5,000	4,600	92
Carroll	6,700	6,300	95
Cass	6,000	5,500	92
Cedar	5,500	5,200	94
Cerro Gordo	15,500	14,500	94
Cherokee	5,300	4,900	92
Chickasaw	4,300	3,900	91
Clarke	2,800	2,600	90
Clay	5,700	5,100	88
Clayton	6,700	5,800	87
Clinton	16,800	16,000	95
Crawford	5,600	5,300	93
Dallas	7,800	7,300	94
Davis	2,900	2,700	91
Decatur	3,300	2,700	81
Delaware	5,200	4,800	92
Des Moines	14,400	13,300	93
Dickinson	4,000	3,500	87
Dubuque	21,800	19,400	90
Emmet	4,500	3,700	82
Fayette	8,600	7,800	91
Floyd	6,500	6,000	92
Franklin	4,900	4,600	94
Fremont	3,400	3,200	95
Greene	4,700	4,500	95
Grundy	4,500	4,300	95
Guthrie	4,500	4,100	92
Hamilton	6,300	5,900	93
Hancock	4,400	4,000	92
Hardin	7,400	6,900	93
Harrison	5,500	5,100	92
Henry	5,500	4,700	85
Howard	3,700	3,100	83
Humboldt	4,000	3,600	90
Ida	3,300	3,100	93
Iowa	5,000	4,600	91
Jackson	6,200	5,600	90
Jasper	11,200	10,500	94
Jefferson	5,000	4,500	89
Johnson	15,400	13,400	87
Jones	5,900	5,600	94
Keokuk	5,000	4,300	87
Kossuth	7,200	6,700	94
Lee	13,400	12,400	93
Linn	44,700	42,200	95
Louisa	3,200	2,900	91
Lucas	3,700	3,200	85
Lyon	4,200	3,700	89
Madison	4,000	3,800	95
Mahaska	7,600	6,800	90
Marion	7,700	7,100	92
Marshall	12,100	11,600	96
Mills	3,600	3,400	93
Mitchell	4,100	3,800	92
Monona	4,400	4,000	91
Montgomery	4,900	4,500	92
Monroe	3,300	3,000	91
Muscatine	10,900	10,300	94
O'Brien	5,800	5,500	94
Osceola	3,000	2,700	90
Page	6,700	6,100	90
Palo Alto	4,200	3,600	85
Plymouth	6,800	6,400	94
Pocahontas	4,200	3,900	91
Polk	87,200	81,900	94
Pottawattamie	25,500	23,600	93
Poweshiek	5,700	5,300	93
Ringgold	2,600	2,400	92
Sac	5,300	4,800	90
Scott	36,400	34,300	95
Shelby	4,500	4,200	94
Sioux	7,500	6,400	85
Story	14,400	13,200	92
Tama	6,700	6,200	92
Taylor	3,500	2,900	84
Union	4,600	4,200	90
Van Buren	3,200	2,800	87
Wapello	14,600	13,500	93
Warren	6,200	5,900	94
Washington	6,000	5,200	87
Wayne	3,500	3,000	85
Webster	15,100	13,900	92
Winnebago	4,000	3,700	92
Winneshiek	6,000	5,300	88
Woodbury	33,400	31,300	94
Worth	3,100	2,900	92
Wright	6,100	5,700	93
Totals	850,600	786,300	92
KANSAS			
Allen	5,600	4,700	84
Anderson	3,000	2,700	87
Atchison	6,300	5,900	93
Barber	2,900	2,500	85
Barton	10,100	9,600	95
Bourbon	5,800	5,100	88
Brown	4,600	4,000	88
Butler	12,400	11,300	92
Chase	1,400	1,200	83
Chautauqua	2,200	2,000	89
Cherokee	7,600	7,000	92
Cheyenne	1,500	1,400	88
Clark	1,200	1,100	91
Clay	3,700	3,000	79
Cloud	4,800	3,900	81
Coffey	2,900	2,400	79
Comanche	1,100	900	78
Cowley	12,400	11,000	89
Crawford	13,100	11,900	91
Decatur	1,900	1,700	88
Dickinson	7,200	6,400	88
Doniphan	3,000	2,700	89
Douglas	12,900	11,300	88
Edwards	1,700	1,500	90
Elk	1,900	1,500	82
Ellis	5,800	5,400	92
Ellsworth	2,600	2,200	85
Finney	4,800	4,300	91
Ford	6,500	6,000	92
Franklin	6,600	5,900	89
Geary	8,100	7,400	91
Gove	1,200	1,000	80
Graham	1,700	1,600	91
Grant	1,500	1,300	89
Gray	1,300	1,200	89
Greeley	700	600	87
Greenwood	3,900	3,400	86
Hamilton	1,000	800	80
Harper	3,300	3,000	89
Harvey	8,300	7,300	88
Haskell	900	800	90
Hodgeman	900	800	83
Jackson	3,400	3,000	87
Jefferson	3,500	3,100	88
Jewell	2,500	1,900	74
Johnson	44,100	42,700	97
Kearny	900	900	91
Kingman	3,100	2,900	93
Kiowa	1,500	1,200	77
Labette	9,000	7,900	88
Lane	1,000	900	90
Leavenworth	12,800	11,900	93
Lincoln	1,900	1,600	80
Linn	3,000	2,600	87
Logan	1,200	1,000	81
Lyon	8,600	7,200	84
McPherson	7,700	6,400	83
Marion	4,800	4,100	84
Marshall	5,300	4,400	84
Meade	1,700	1,700	97
Miami	6,100	5,700	94
Mitchell	2,900	2,400	82
Montgomery	15,400	13,300	86
Morris	2,500	2,100	83
Morton	1,000	900	85
Nemaha	3,900	3,500	89
Neosho	6,500	5,800	89
Ness	1,800	1,600	88
Norton	2,700	2,300	87
Osage	4,300	3,800	88
Osborne	2,600	2,100	80
Ottawa	2,400	1,900	80
Pawnee	3,000	2,800	89
Phillips	2,900	2,300	78
Pottawatomie	3,700	3,300	88
Pratt	4,100	3,800	91
Rawlins	1,600	1,400	86
Reno	19,400	18,000	93
Republic	3,400	2,900	84
Rice	4,500	4,200	93
Riley	11,200	9,600	86
Rooks	3,000	2,800	90
Rush	2,000	1,900	90
Russell	3,700	3,200	87
Saline	17,300	15,700	91
Scott	1,600	1,500	89
Sedgwick	110,200	102,800	94
Seward	5,000	4,500	89
Shawnee	45,800	42,300	93
Sheridan	1,200	1,100	86
Sherman	2,200	2,000	89
Smith	2,700	2,400	87
Stafford	2,600	2,300	89
Stanton	600	500	80
Stevens	1,300	1,100	77
Sumner	8,400	7,600	91
Thomas	2,300	1,900	82
Trego	1,600	1,400	83
Wabaunsee	2,200	1,900	83
Wallace	600	600	84
Washington	3,600	2,900	82
Wichita	800	700	82
Wilson	4,500	3,700	81
Woodson	1,900	1,600	80
Wyandotte	57,400	53,300	93
Totals	694,200	628,200	90
KENTUCKY			
Adair	4,200	2,600	61
Allen	3,800	3,100	80
Anderson	2,600	2,300	87
Ballard	2,700	2,400	88
Barren	8,600	7,100	83
Bath	2,600	1,800	67
Bell	8,900	6,600	74
Boone	6,400	6,100	95
Bourbon	5,500	4,600	83
Boyd	15,300	14,200	93
Boyle	6,000	4,900	82
Bracken	2,300	2,000	87
Breathitt	3,500	1,500	42
Breckinridge	4,200	3,400	79
Bullitt	4,400	4,000	90
Butler	2,700	2,100	77
Caldwell	4,200	3,100	73
Calloway	6,600	5,600	85
Campbell	26,200	24,900	95
Carlisle	1,900	1,700	90
Carroll	2,400	2,100	85
Carter	5,300	4,200	78
Casey	3,800	2,400	62
Christian	14,700	12,500	85
Clark	6,400	5,200	81
Clay	4,500	2,600	57
Clinton	2,400	1,600	68
Crittenden	2,700	2,200	78
Cumberland	2,200	1,500	64
Daviess	20,600	18,000	87
Edmonson	2,300	1,600	68
Elliott	1,500	1,300	82
Estill	3,500	1,900	52
Fayette	40,900	35,600	88
Fleming	3,300	2,500	77
Floyd	9,800	7,400	75
Franklin	9,000	7,800	87
Fulton	3,500	2,900	82
Gallatin	1,200	1,100	86
Garrard	3,000	2,300	76
Grant	2,900	2,400	83
Graves	9,800	8,600	87
Grayson	4,500	3,400	74
Green	3,400	2,500	74
Greenup	8,000	7,100	89
Hancock	1,600	1,200	76
Hardin	14,000	12,500	89
Harlan	12,700	9,300	73
Harrison	4,400	3,700	84
Hart	4,100	3,400	82
Henderson	10,300	8,800	85
Henry	3,400	2,800	83
Hickman	2,100	1,800	85
Hopkins	11,800	9,500	81
Jackson	2,700	1,200	44
Jefferson	184,000	170,200	93
Jessamine	3,800	2,800	73
Johnson	5,200	4,000	76
Kenton	37,100	35,300	95
Knott	3,800	2,100	53
Knox	6,300	4,000	63
Larue	3,100	2,600	84
Laurel	6,400	4,400	68
Lawrence	3,200	2,600	81
Lee	1,900	900	45
Leslie	2,300	1,000	40
Letcher	7,300	4,600	63
Lewis	3,500	2,600	73
Lincoln	4,600	3,200	70
Livingston	2,200	1,800	82
Logan	6,300	5,300	83
Lyon	1,500	1,200	77
McCracken	18,600	16,600	90
McCreary	2,900	1,800	60
McLean	2,900	2,400	84
Madison	9,500	6,800	71
Magoffin	2,600	1,700	64
Marion	4,100	3,500	86
Marshall	5,300	4,800	89
Martin	2,200	1,500	65
Mason	5,600	4,700	83
Meade	5,200	4,800	92

State and County	Total Households	TV Households Number	Percent
Menifee	1,100	800	67
Mercer	4,600	3,800	80
Metcalfe	2,500	1,900	76
Monroe	3,400	2,800	82
Montgomery	4,000	2,700	67
Morgan	2,900	2,000	67
Muhlenberg	8,100	6,700	83
Nelson	5,400	4,700	87
Nicholas	2,100	1,600	73
Ohio	5,400	4,300	80
Oldham	3,200	2,900	90
Owen	2,600	2,000	78
Owsley	1,400	500	34
Pendleton	3,000	2,800	91
Perry	8,100	4,800	60
Pike	16,200	12,200	76
Powell	1,700	900	49
Pulaski	9,900	6,000	61
Robertson	800	700	84
Rockcastle	3,300	1,800	53
Rowan	3,300	2,500	75
Russell	3,100	2,200	69
Scott	4,500	3,700	81
Shelby	5,500	4,900	88
Simpson	3,600	3,000	84
Spencer	1,600	1,400	88
Taylor	4,800	3,600	76
Todd	3,300	2,800	82
Trigg	2,600	2,200	83
Trimble	1,500	1,300	86
Union	4,300	3,600	83
Warren	13,600	11,400	84
Washington	3,000	2,600	85
Wayne	3,800	1,800	48
Webster	4,700	3,500	76
Whitley	7,000	5,200	74
Wolfe	1,600	900	53
Woodford	3,500	2,800	80
Totals	867,300	721,400	83
LOUISIANA			
Acadia	13,500	11,500	85
Allen	5,500	4,500	81
Ascension	7,400	6,000	81
Assumption	4,500	3,600	79
Avoyelles	10,500	8,500	81
Beauregard	5,500	4,200	77
Bienville	4,700	3,700	79
Bossier	16,000	14,300	90
Caddo	69,000	61,500	90
Calcasieu	41,100	37,300	91
Caldwell	2,500	2,000	78
Cameron	1,900	1,700	85
Catahoula	3,000	2,100	68
Claiborne	5,700	4,500	77
Concordia	5,700	4,100	72
De Soto	6,700	5,100	76
East Baton Rouge	64,000	58,300	92
East Carroll	3,700	2,600	69
East Feliciana	3,600	2,600	71
Evangeline	8,800	6,500	74
Franklin	6,600	5,400	81
Grant	3,800	3,100	79
Iberia	14,000	12,300	88
Iberville	7,700	6,400	83
Jackson	4,600	3,900	83
Jefferson	60,200	56,700	95
Jefferson Davis	8,200	7,000	85
Lafayette	23,100	20,700	90
Lafourche	14,500	13,000	90
La Salle	3,900	3,100	79
Lincoln	7,200	6,400	89
Livingston	7,400	6,100	82
Madison	4,500	3,200	71
Morehouse	9,000	7,400	83
Natchitoches	9,300	6,300	69
Orleans	192,800	173,200	90
Ouachita	30,000	26,900	90
Plaquemines	5,800	5,200	89
Pointe Coupee	5,600	4,400	79
Rapides	30,300	27,000	89
Red River	2,800	2,000	71
Richland	6,100	4,900	80
Sabine	5,200	3,500	68
St. Bernard	8,900	8,700	98
St. Charles	5,500	5,000	90
St. Helena	2,100	1,500	70
St. James	4,200	3,600	84
St. John The Bapt.	4,500	3,800	84
St. Landry	20,100	15,500	78
St. Martin	7,200	6,200	86
St. Mary	13,000	11,600	89
St. Tammany	10,800	9,600	89
Tangipahoa	16,200	13,200	82
Tensas	3,100	2,100	68
Terrebonne	15,400	13,500	88
Union	5,000	4,300	86
Vermilion	11,100	9,800	88
Vernon	5,300	4,100	76
Washington	12,400	10,000	80
Webster	11,700	9,800	84
West Baton Rouge	3,800	3,200	84
West Carroll	3,800	3,000	79
West Feliciana	2,200	1,600	74
Winn	4,700	3,600	76
Totals	916,700	796,200	87
MAINE			
Androscoggin	26,900	25,400	95
Aroostook	26,700	23,900	90
Cumberland	56,500	53,200	95
Franklin	5,800	5,100	87
Hancock	10,400	9,700	93
Kennebec	26,200	24,200	92
Knox	9,200	8,200	89
Lincoln	5,900	5,500	92
Oxford	13,000	12,200	94
Penobscot	35,900	33,400	93
Piscataquis	5,200	4,800	93
Sagadahoc	7,100	6,500	91
Somerset	11,800	10,800	92
Waldo	6,800	6,100	90
Washington	10,200	9,000	89
York	30,500	29,000	95
Totals	288,200	267,000	93
MARYLAND			
Allegany	25,800	22,900	89
Anne Arundel	55,500	52,100	94
Baltimore	422,100	396,800	95
Calvert	3,900	3,300	85
Caroline	6,100	5,100	84
Carroll	14,500	13,600	94
Cecil	12,600	11,800	94
Charles	8,100	7,000	87
Dorchester	9,100	7,600	84
Frederick	20,500	18,800	92
Garrett	5,500	4,300	79
Harford	21,300	19,800	93
Howard	10,000	9,400	94
Kent	4,700	4,200	89
Montgomery	99,500	94,700	96
Prince Georges	101,500	97,100	96
Queen Annes	5,000	4,300	86
St. Marys	9,300	8,400	90
Somerset	5,800	4,500	78
Talbot	6,900	6,200	90
Washington	27,800	24,900	90
Wicomico	15,100	13,200	88
Worcester	7,300	5,700	78
Totals	897,400	835,900	93
MASSACHUSETTS			
Barnstable	23,200	21,600	93
Berkshire	43,800	40,800	94
Bristol	125,700	120,300	96
Dukes	2,100	1,800	84
Essex	177,500	169,900	96
Franklin	17,200	15,200	88
Hampden	133,000	125,100	95
Hampshire	28,100	25,700	92
Middlesex	361,300	345,500	96
Nantucket	1,200	1,100	88
Norfolk	149,600	144,400	97
Plymouth	76,000	72,400	96
Suffolk	251,600	228,100	91
Worcester	175,300	165,900	95
Totals	1,565,400	1,477,800	94
MICHIGAN			
Alcona	1,900	1,600	83
Alger	2,600	2,400	89
Allegan	16,700	15,700	94
Alpena	8,100	6,600	82
Antrim	3,100	2,800	90
Arenac	2,900	2,700	91
Baraga	2,100	1,900	90
Barry	9,600	9,100	94
Bay	31,600	30,000	95
Benzie	2,400	2,100	88
Berrien	45,500	41,800	92
Branch	10,000	9,300	93
Calhoun	42,500	40,300	95
Cass	11,100	10,300	93
Charlevoix	4,000	3,600	91
Cheboygan	4,100	3,500	84
Chippewa	9,000	8,000	89
Clare	3,500	3,200	89
Clinton	10,500	10,100	96
Crawford	1,500	1,300	85
Delta	9,900	8,800	89
Dickinson	7,500	7,000	94
Eaton	14,500	13,700	95
Emmet	4,700	4,100	87
Genesee	109,100	104,100	96
Gladwin	3,100	2,900	90
Gogebic	7,800	6,900	89
Grand Traverse	9,200	8,300	90
Gratiot	10,600	9,800	92
Hillsdale	10,300	9,300	90
Houghton	10,800	9,000	84
Huron	9,500	8,500	90
Ingham	61,800	57,700	94
Ionia	11,600	11,100	96
Iosco	5,100	4,800	94
Iron	5,300	4,900	92
Isabella	8,900	8,100	91
Jackson	38,800	36,800	95
Kalamazoo	50,000	46,900	94
Kalkaska	1,300	1,200	87
Kent	109,100	101,000	93
Keweenaw	800	800	90
Lake	1,800	1,600	84
Lapeer	10,900	10,400	95
Leelanau	2,700	2,400	89
Lenawee	22,400	20,900	94
Livingston	11,100	10,700	96
Luce	1,700	1,400	84
Mackinac	3,000	2,700	88
Macomb	115,400	112,600	98
Manistee	5,900	5,300	91
Marquette	15,800	14,900	94
Mason	6,800	5,700	84
Mecosta	5,800	5,200	91
Menominee	7,100	6,600	93
Midland	14,100	13,600	96
Missaukee	1,900	1,600	84
Monroe	28,400	27,100	96
Montcalm	11,000	10,200	93
Montmorency	1,400	1,100	80
Muskegon	44,200	41,500	94
Newaygo	7,100	6,500	91
Oakland	201,200	195,500	98
Oceana	4,800	4,100	86
Ogemaw	2,900	2,600	90
Ontonagon	3,100	2,500	80
Osceola	4,000	3,600	91
Oscoda	1,100	900	77
Otsego	2,200	2,000	91
Ottawa	28,200	26,300	94
Presque Isle	3,500	2,800	79
Roscommon	2,500	2,400	95
Saginaw	54,400	51,600	95
St. Clair	31,700	29,800	94
St. Joseph	13,300	12,600	94
Sanilac	9,400	8,600	91
Schoolcraft	2,600	2,200	83
Shiawassee	15,600	14,700	94
Tuscola	12,000	11,200	93
Van Buren	15,000	14,100	94
Washtenaw	48,400	43,200	90
Wayne	795,500	753,700	95
Wexford	5,500	5,100	93
Totals	2,297,300	2,163,500	94
MINNESOTA			
Aitkin	3,800	3,400	89
Anoka	23,100	22,600	98
Becker	6,700	5,700	85
Beltrami	6,400	4,300	67
Benton	4,500	4,100	91
Big Stone	2,600	2,300	89
Blue Earth	12,800	11,500	90
Brown	8,100	7,000	87
Carlton	7,700	7,300	94
Carver	5,900	5,700	96
Cass	5,000	3,400	68
Chippewa	4,900	4,200	84
Chisago	4,100	3,700	91
Clay	10,900	10,400	96
Clearwater	2,600	1,800	70
Cook	1,100	900	81
Cottowood	4,900	3,500	72
Crow Wing	9,700	8,200	84
Dakota	21,700	20,800	96
Dodge	3,800	3,400	88
Douglas	6,300	5,500	87
Faribault	7,000	6,400	91
Fillmore	7,100	6,400	91
Freeborn	11,300	10,400	92
Goodhue	9,900	9,100	92
Grant	2,600	2,500	93
Hennepin	266,400	248,300	94
Houston	4,600	4,200	91
Hubbard	3,000	2,100	67
Isanti	3,500	3,100	89
Itasca	11,000	9,500	86
Jackson	4,600	4,000	86
Kanabec	2,600	2,300	86
Kandiyohi	8,500	7,200	85
Kittson	2,500	1,900	75
Koochiching	5,100	3,900	75
Lac Qui Parle	3,900	3,400	87
Lake	4,200	3,900	93
Lake of the Woods	1,300	600	46
Le Sueur	5,900	5,400	91
Lincoln	2,900	2,500	87
Lyon	6,400	5,400	84
McLeod	7,200	6,700	93
Mahnomen	1,600	1,400	84
Marshall	4,000	3,400	84
Martin	8,100	7,300	90
Meeker	5,400	4,800	89
Mille Lacs	4,300	3,800	89
Morrison	6,900	5,800	83
Mower	14,000	13,200	94
Murray	3,900	3,600	91
Nicollet	5,700	5,200	91
Nobles	6,600	6,200	94
Norman	3,400	2,900	85
Olmstead	19,200	17,900	94
Otter Tail	13,800	11,600	84
Pennington	3,700	3,000	80
Pine	4,900	4,100	85
Pipestone	4,000	3,700	91
Polk	10,300	9,100	88
Pope	3,500	2,900	81
Ramsey	128,300	120,400	94
Red Lake	1,500	1,400	87

(Continued on next page)

State and County	Total Households	TV Households Number	Percent
MINNESOTA—(Continued)			
Redwood	6,300	5,000	80
Renville	6,600	5,600	84
Rice	9,800	8,900	91
Rock	3,300	3,200	95
Roseau	3,400	1,900	56
St. Louis	73,100	66,900	92
Scott	5,800	5,600	97
Sherburne	3,300	3,100	91
Sibley	4,600	4,200	91
Stearns	19,300	17,100	89
Steele	7,500	7,000	93
Stevens	3,100	2,800	89
Swift	4,300	3,700	86
Todd	6,700	5,400	80
Traverse	2,200	2,000	89
Wabasba	4,800	4,500	92
Wadena	3,400	2,600	74
Waseca	4,800	4,400	92
Wasbington	14,400	13,700	96
Watonwan	4,300	3,700	86
Wilkin	2,900	2,700	93
Winona	11,800	10,400	88
Wright	8,400	7,600	90
Yellow Medicine	4,600	3,400	73
Totals	**1,009,800**	**915,900**	**91**
MISSISSIPPI			
Adams	10,500	7,400	71
Alcorn	7,400	5,500	74
Amite	3,900	2,500	63
Attala	5,700	3,700	65
Benton	1,800	1,300	69
Bolivar	13,300	6,700	51
Calhoun	4,300	3,100	70
Carroll	2,700	1,300	48
Chickasaw	4,500	3,100	69
Choctaw	2,300	1,500	62
Claiborne	2,700	1,500	57
Clarke	4,400	3,300	74
Clay	5,100	3,700	72
Coahoma	12,000	7,100	59
Copiab	7,100	5,100	72
Covington	3,500	2,500	70
De Soto	5,600	3,800	67
Forrest	15,200	12,800	84
Franklin	2,500	1,600	61
George	2,900	2,600	87
Greene	2,100	1,300	62
Grenada	5,100	3,400	65
Hancock	4,000	3,200	79
Harrison	32,800	28,500	87
Hinds	53,000	45,900	87
Holmes	6,800	4,000	59
Humphreys	4,500	2,800	62
Issaquena	900	500	53
Itawamba	4,200	3,200	75
Jackson	15,700	13,400	86
Jasper	4,200	3,200	75
Jefferson	2,500	1,200	46
Jefferson Davis	3,300	2,000	61
Jones	16,200	13,700	85
Kemper	3,000	1,900	61
Lafayette	5,100	3,800	74
Lamar	3,800	2,900	76
Lauderdale	19,700	16,600	85
Lawrence	2,700	1,800	66
Leake	4,800	3,600	75
Lee	12,000	9,300	78
Leflore	12,000	7,400	62
Lincoln	7,400	5,400	73
Lowndes	12,500	10,100	81
Madison	7,600	5,100	67
Marion	6,200	4,300	68
Marshall	5,300	3,600	68
Monroe	9,400	7,200	77
Montgomery	3,600	2,200	60
Neshoba	5,700	4,400	76
Newton	5,300	4,100	77
Noxubee	4,000	2,100	51
Oktibbeha	6,200	4,000	64
Panola	7,200	5,200	73
Pearl River	6,200	4,900	78
Perry	2,300	1,700	72
Pike	9,800	6,800	70
Pontotoc	4,900	3,700	75
Prentiss	5,100	3,900	77
Quitman	4,900	3,100	63
Rankin	7,900	6,300	79
Scott	5,500	4,200	76
Sharkey	2,600	1,600	60
Simpson	5,200	4,100	78
Smith	3,700	2,700	71
Stone	1,900	1,500	77
Sunflower	10,300	5,300	51
Tallahatchie	5,800	3,100	53
Tate	4,400	3,100	71
Tippah	4,100	3,300	79
Tishomingo	4,100	2,800	68
Tunica	4,000	2,500	61
Union	5,400	4,600	86
Walthall	3,400	2,200	65
Warren	12,600	9,400	75
Washington	21,000	14,000	67
Wayne	4,200	2,800	68
Webster	2,900	2,000	65
Wilkinson	3,200	1,700	53
Winston	4,900	3,300	67
Yalobusha	3,400	2,100	62
Yazoo	8,000	5,500	69
Totals	**577,500**	**423,700**	**73**
MISSOURI			
Adair	6,600	6,000	90
Andrew	3,600	3,300	91
Atchison	3,000	2,800	90
Audrain	8,400	7,700	91
Barry	6,300	5,400	85
Barton	3,900	3,400	87
Bates	5,600	4,700	84
Benton	3,100	2,400	77
Bollinger	2,800	2,200	79
Boone	16,300	14,400	89
Buchanan	30,700	27,600	90
Butler	10,900	8,600	79
Caldwell	3,200	2,900	91
Callaway	6,500	5,800	89
Camden	3,200	2,600	82
Cape Girardeau	13,100	11,700	89
Carroll	4,700	4,100	87
Carter	1,300	800	56
Cass	9,500	8,800	93
Cedar	3,300	2,800	83
Chariton	4,300	3,500	81
Christian	4,000	3,500	88
Clark	2,900	2,500	87
Clay	27,600	26,300	95
Clinton	4,000	3,600	89
Cole	11,700	11,000	94
Cooper	4,900	4,400	88
Crawford	4,200	3,100	74
Dade	2,600	2,400	88
Dallas	3,200	2,800	87
Daviess	3,400	3,000	88
De Kalb	2,500	2,100	85
Dent	3,500	2,400	68
Douglas	2,900	2,500	82
Dunklin	11,700	9,600	83
Franklin	13,900	12,800	92
Gasconade	4,000	3,300	82
Gentry	3,200	2,700	84
Greene	42,400	38,900	92
Grundy	4,400	3,700	84
Harrison	4,200	3,600	87
Henry	6,700	5,800	86
Hickory	1,600	1,300	82
Holt	2,800	2,300	80
Howard	3,500	3,100	88
Howell	7,000	4,700	68
Iron	2,400	1,900	78
Jackson	214,300	194,700	91
Jasper	27,400	24,500	90
Jefferson	19,800	18,700	94
Johnson	8,800	8,000	90
Knox	2,300	2,000	89
Laclede	6,100	5,200	85
Lafayette	8,200	7,500	91
Lawrence	7,700	6,600	85
Lewis	3,500	3,100	87
Lincoln	4,900	4,400	88
Linn	6,000	5,100	85
Livingston	5,300	4,600	85
McDonald	4,000	3,500	87
Macon	5,800	5,200	88
Madison	3,000	2,500	82
Maries	2,200	1,800	82
Marion	9,900	9,100	92
Mercer	2,000	1,700	81
Miller	4,400	3,900	87
Mississippi	5,700	5,000	87
Moniteau	3,500	3,100	88
Monroe	3,600	3,300	91
Montgomery	3,800	3,300	87
Morgan	3,200	2,800	86
New Madrid	8,200	6,800	83
Newton	9,700	8,800	91
Nodaway	6,800	5,900	88
Oregon	3,200	1,900	58
Osage	3,100	2,500	79
Ozark	2,100	1,700	76
Pemiscot	10,400	8,400	80
Perry	4,200	3,500	84
Pettis	11,900	10,300	87
Pbelps	7,700	6,100	79
Pike	5,600	4,800	86
Platte	7,300	6,800	94
Polk	4,700	3,900	83
Pulaski	8,700	7,400	85
Putnam	2,500	2,400	93
Ralls	2,600	2,400	92
Randolph	7,800	6,900	89
Ray	5,400	4,900	91
Reynolds	1,600	1,100	68
Ripley	3,000	1,800	60
St. Charles	15,600	14,700	94
St. Clair	3,100	2,400	78
St. Francois	11,100	9,900	89
St. Louis	467,000	428,600	92
Ste. Genevieve	3,300	3,000	90
Saline	8,000	7,000	88
Schuyler	1,800	1,500	80
Scotland	2,200	2,100	90
Scott	9,600	8,600	90
Shannon	2,200	1,300	57
Shelby	3,200	2,800	87
Stoddard	8,800	7,600	87
Stone	2,600	2,000	76
Sullivan	3,200	2,800	87
Taney	3,400	3,000	87
Texas	5,500	4,100	73
Vernon	6,500	5,500	84
Warren	2,800	2,400	85
Washington	4,000	3,400	84
Wayne	2,800	2,200	77
Webster	4,400	3,700	83
Worth	1,400	1,300	92
Wright	4,600	3,500	76
Totals	**1,393,800**	**1,246,000**	**89**
MONTANA			
Beaverbead	2,300	1,700	70
Big Horn	2,500	1,900	74
Blaine	2,300	1,500	66
Broadwater	800	700	77
Carbon	2,700	2,300	84
Carter	800	500	66
Cascade	22,900	21,000	92
Chouteau	2,200	1,900	87
Custer	4,100	3,000	72
Daniels	1,100	1,000	81
Dawson	3,600	2,900	81
Deer Lodge	5,100	4,600	91
Fallon	1,200	900	77
Fergus	4,200	3,200	75
Flathead	10,100	8,600	85
Gallatin	7,900	6,500	83
Garfield	600	300	42
Glacier	3,100	2,300	75
Golden Valley	400	300	71
Granite	1,000	900	87
Hill	5,400	4,600	86
Jefferson	1,100	900	81
Judith Basin	1,000	800	76
Lake	3,900	3,300	85
Lewis & Clark	9,000	7,500	83
Liberty	700	700	87
Lincoln	3,800	3,000	80
McCone	900	700	75
Madison	1,700	1,600	91
Meagber	800	600	71
Mineral	900	800	87
Missoula	13,800	11,600	84
Mussellshell	1,600	1,200	76
Park	4,400	3,600	83
Petroleum	300	200	67
Pbillips	1,800	1,200	64
Pondera	2,100	1,900	87
Powder River	700	400	55
Powell	2,000	1,700	81
Prairie	700	500	58
Ravalli	4,000	3,400	84
Richland	3,000	2,600	84
Roosevelt	3,100	2,700	86
Rosebud	1,700	1,300	70
Sanders	2,300	1,600	68
Sheridan	1,900	1,700	88
Silver Bow	15,300	13,600	89
Stillwater	1,700	1,600	93
Sweet Grass	1,100	800	67
Teton	2,100	1,900	87
Toole	2,200	2,000	87
Treasure	400	300	74
Valley	4,900	3,700	75
Wheatland	900	800	77
Wibaux	500	500	83
Yellowstone	24,900	22,900	92
Totals	**205,200**	**174,200**	**85**
NEBRASKA			
Adams	9,000	8,400	93
Antelope	3,200	2,600	82
Arthur	200	200	85
Banner	400	400	92
Blaine	300	300	63
Boone	2,700	2,500	89
Box Butte	3,600	3,200	89
Boyd	1,400	1,200	83
Brown	1,500	1,200	77
Buffalo	8,100	7,500	92
Burt	3,300	3,200	94
Butler	3,200	2,800	86
Cass	5,500	5,200	94
Cedar	3,600	3,300	92
Chase	1,400	1,300	91
Cherry	2,500	2,200	86
Cheyenne	4,500	3,900	87
Clay	2,900	2,900	98
Colfax	3,200	2,800	86
Cuming	3,700	3,300	89
Custer	5,300	4,400	83
Dakota	3,600	3,500	97
Dawes	3,000	2,400	81
Dawson	6,100	5,600	91
Deuel	1,000	1,000	90
Dixon	2,400	2,300	94
Dodge	10,600	10,100	95
Douglas	107,400	100,100	94
Dundy	1,100	1,000	86
Fillmore	3,100	2,900	92
Franklin	1,900	1,800	91

State and County	Total Households	TV Households Number	Percent
Frontier	1,400	1,300	91
Furnas	2,600	2,200	84
Gage	8,200	7,400	91
Garden	1,100	900	74
Garfield	800	700	83
Gosper	800	800	95
Grant	300	300	68
Greeley	1,300	1,100	79
Hall	11,500	10,700	93
Hamilton	2,800	2,600	93
Harlan	1,700	1,600	91
Hayes	600	600	88
Hitchcock	1,600	1,500	93
Holt	4,100	3,000	73
Hooker	400	400	96
Howard	2,100	1,900	89
Jefferson	3,900	3,500	89
Johnson	2,100	1,900	89
Kearney	2,100	2,100	97
Keith	2,500	2,400	93
Keya Paha	500	500	86
Kimball	2,400	2,400	96
Knox	4,000	3,200	78
Lancaster	49,500	46,000	93
Lincoln	9,000	8,200	91
Logan	300	300	75
Loup	300	300	88
McPherson	200	200	74
Madison	7,900	6,800	86
Merrick	2,600	2,400	89
Morrill	2,100	1,800	82
Nance	1,700	1,500	87
Nemaha	2,900	2,600	88
Nuckolls	2,700	2,300	86
Otoe	5,300	4,900	92
Pawnee	1,800	1,500	81
Perkins	1,300	1,300	98
Phelps	3,200	3,100	96
Pierce	2,600	2,400	90
Platte	7,100	6,600	93
Polk	2,300	2,200	96
Red Willow	4,200	3,900	91
Richardson	4,600	4,100	89
Rock	800	700	84
Saline	4,300	4,000	91
Sarpy	8,400	8,200	98
Saunders	5,500	5,200	93
Scotts Bluff	10,300	9,100	88
Seward	4,100	3,600	86
Sheridan	2,700	2,400	87
Sherman	1,700	1,500	86
Sioux	800	700	84
Stanton	1,700	1,500	85
Thayer	3,000	2,700	89
Thomas	400	300	65
Tburston	2,000	1,800	88
Valley	2,100	1,800	81
Washington	3,700	3,600	97
Wayne	2,900	2,800	96
Webster	2,000	1,900	93
Wheeler	400	300	78
York	4,500	3,900	86
Totals	441,200	404,400	92
NEVADA			
Churchill	2,600	2,400	91
Clark	44,000	40,100	92
Douglas	1,200	1,000	81
Elko	3,800	2,500	66
Esmeralda	200	100	41
Eureka	300	200	52
Humboldt	1,900	1,600	83
Lander	500	400	64
Lincoln	800	600	77
Lyon	2,000	1,600	79
Mineral	1,900	1,700	85
Nye	1,600	1,000	60
Ormsby	2,500	2,300	89
Pershing	1,100	1,000	83
Storey	200	200	75
Washoe	29,700	26,100	88
White Pine	3,000	2,500	83
Totals	97,400	85,500	88
NEW HAMPSHIRE			
Belknap	8,800	8,400	95
Carroll	5,100	4,800	93
Cheshire	13,600	12,100	89
Coos	11,000	10,400	94
Grafton	14,400	12,600	88
Hillsborough	55,400	52,700	95
Merrimack	20,100	18,500	92
Rockingham	30,200	28,700	95
Strafford	17,700	16,500	93
Sullivan	8,800	7,700	88
Totals	185,100	172,400	93
NEW JERSEY			
Atlantic	54,900	50,400	92
Bergen	242,500	236,300	98
Burlington	58,800	56,800	97
Camden	118,400	114,200	97
Cape May	16,600	15,500	93
Cumberland	32,600	30,900	95
Essex	291,500	274,600	95
Gloucester	40,500	39,200	97
Hudson	198,300	187,800	95
Hunterdon	16,700	15,700	94
Mercer	79,100	74,300	94
Middlesex	128,100	123,900	97
Monmouth	101,400	97,000	96
Morris	76,400	74,100	98
Ocean	35,800	34,500	97
Passaic	129,900	123,800	96
Salem	17,500	16,500	94
Somerset	42,200	40,600	97
Sussex	15,200	14,200	94
Union	155,700	150,600	97
Warren	19,700	18,500	94
Totals	1,871,600	1,789,300	96
NEW MEXICO			
Bernalillo	77,300	71,200	93
Catron	800	500	50
Chaves	16,400	14,900	91
Colfax	3,900	2,900	73
Curry	9,700	8,500	88
De Baca	900	800	82
Dona Ana	15,600	13,000	84
Eddy	14,600	13,000	90
Grant	5,200	3,900	74
Guadalupe	1,400	1,000	70
Harding	500	400	58
Hidalgo	1,400	1,100	71
Lea	16,000	14,300	90
Lincoln	2,300	1,900	79
Los Alamos	3,700	3,500	93
Luna	2,800	2,400	82
McKinley	8,000	5,100	64
Mora	1,500	600	40
Otero	10,400	9,200	89
Quay	3,600	2,800	77
Rio Arriba	5,500	3,700	66
Roosevelt	4,800	4,100	85
Sandoval	3,000	2,200	71
San Juan	14,300	10,200	72
San Miguel	5,400	3,500	64
Santa Fe	12,000	10,200	85
Sierra	2,500	1,800	70
Socorro	2,700	2,400	87
Taos	3,800	2,200	57
Torrance	1,700	1,400	78
Union	1,800	1,200	67
Valencia	9,900	8,400	85
Totals	263,500	222,100	84
NEW YORK			
Albany	88,100	82,100	94
Allegany	12,500	11,100	89
Bronx	462,700	432,800	94
Broome	64,700	60,900	95
Cattaraugus	23,800	21,800	92
Cayuga	21,600	19,700	91
Chautauqua	46,300	43,000	93
Chemung	29,900	27,300	92
Chenango	12,600	11,600	92
Clinton	18,500	17,600	95
Columbia	14,700	13,500	92
Cortland	12,100	11,200	93
Delaware	12,800	11,100	86
Dutchess	48,600	44,600	92
Erie	323,900	308,800	96
Essex	10,100	9,300	93
Franklin	12,600	11,300	90
Fulton	16,700	15,600	93
Genesee	15,900	15,100	95
Greene	9,900	9,200	93
Hamilton	1,400	1,200	89
Herkimer	20,400	18,900	93
Jefferson	26,300	24,600	94
Kings	847,900	785,000	93
Lewis	6,300	5,800	92
Livingston	12,200	11,300	93
Madison	15,600	14,600	94
Monroe	182,300	172,200	95
Montgomery	18,400	16,800	92
Nassau	374,200	366,500	98
New York	693,600	542,100	79
Niagara	72,400	69,100	96
Oneida	78,700	73,900	94
Onondaga	127,800	121,200	95
Ontario	19,700	18,600	95
Orange	55,400	51,200	93
Orleans	10,300	9,500	93
Oswego	24,700	23,400	95
Otsego	15,600	13,900	89
Putnam	9,800	9,200	94
Queens	595,900	571,100	96
Rensselaer	43,600	40,300	93
Richmond	63,000	60,800	97
Rockland	36,500	34,500	95
St. Lawrence	29,500	27,300	93
Saratoga	26,500	25,200	95
Schenectady	49,800	47,100	95
Schoharie	6,600	6,000	90
Schuyler	4,500	4,000	89
Seneca	8,700	8,300	96
Steuben	28,900	26,200	91
Suffolk	188,700	181,400	97
Sullivan	14,300	12,500	88
Tioga	11,000	10,300	93
Tompkins	19,100	15,300	80
Ulster	37,300	33,000	89
Warren	13,700	12,500	91
Washington	13,900	12,900	93
Wayne	20,000	18,700	93
Westchester	249,700	237,900	96
Wyoming	9,700	9,300	96
Yates	5,700	5,200	91
Totals	5,347,000	4,927,000	92
NORTH CAROLINA			
Alamance	24,400	22,100	91
Alexander	4,200	3,600	85
Alleghany	2,200	1,700	74
Anson	6,200	4,700	75
Ashe	5,200	3,700	71
Avery	3,000	2,200	72
Beaufort	9,600	8,000	83
Bertie	5,700	4,000	70
Bladen	6,700	4,600	68
Brunswick	5,000	4,000	78
Buncombe	39,500	33,100	84
Burke	13,700	12,000	88
Cabarrus	19,600	17,800	92
Caldwell	13,200	11,500	88
Camden	1,500	1,300	87
Carteret	7,900	6,600	84
Caswell	4,500	3,600	80
Catawba	20,800	19,000	92
Chatham	7,000	5,800	83
Cherokee	4,300	3,200	73
Chowan	3,000	2,500	82
Clay	1,500	1,000	68
Cleveland	17,400	15,200	88
Columbus	12,000	9,000	75
Craven	15,300	13,500	88
Cumberland	35,500	30,200	86
Currituck	1,900	1,400	72
Dare	1,900	1,300	69
Davidson	22,700	19,900	88
Davie	4,700	3,700	78
Duplin	10,200	7,900	77
Durham	31,500	26,600	85
Edgecombe	13,100	10,900	83
Forsyth	55,700	49,600	89
Franklin	7,100	5,300	75
Gaston	35,300	31,500	90
Gates	2,300	1,600	71
Graham	1,600	1,200	73
Granville	7,600	6,000	78
Greene	3,700	3,000	81
Guilford	72,100	65,100	91
Halifax	14,000	10,100	72
Harnett	12,300	10,200	82
Haywood	11,300	9,100	80
Henderson	10,900	9,000	82
Hertford	5,400	4,400	81
Hoke	3,500	2,600	73
Hyde	1,500	1,000	61
Iredell	17,700	15,400	87
Jackson	4,500	3,100	70
Johnston	16,600	13,500	82
Jones	2,500	2,100	82
Lee	7,200	6,100	85
Lenoir	14,200	11,900	85
Lincoln	7,700	7,000	91
McDowell	7,300	6,100	83
Macon	4,200	2,600	63
Madison	4,400	2,900	66
Martin	6,500	5,400	83
Mecklenburg	79,400	71,400	90
Mitchell	3,700	2,900	77
Montgomery	4,900	4,200	85
Moore	10,000	7,800	78
Nash	15,300	12,600	82
New Hanover	21,200	18,400	87
Northampton	6,100	4,400	72
Onslow	18,400	16,600	91
Orange	11,000	8,700	79
Pamlico	2,500	2,200	85
Pasquotank	6,900	5,700	83
Pender	4,600	3,200	70
Perquimans	2,400	2,000	83
Person	6,600	5,500	84
Pitt	17,200	14,400	84
Polk	3,400	2,600	76
Randolph	17,800	15,500	87
Richmond	10,300	8,600	83
Robeson	19,900	15,000	76
Rockingham	19,500	17,200	88
Rowan	24,000	21,300	89
Rutherford	12,600	11,100	88
Sampson	11,800	9,300	79
Scotland	6,000	4,800	79
Stanly	11,800	10,300	87
Stokes	5,900	5,100	85
Surry	13,600	11,400	84
Swain	2,200	1,300	56
Transylvania	4,400	3,600	80
Tyrrell	1,200	900	71
Union	11,700	9,800	84
Vance	8,200	6,800	83
Wake	46,600	40,600	88
Warren	4,500	3,200	70
Washington	3,300	2,600	80
Watauga	4,500	3,500	77

(Continued on next page)

State and County	Total Households	TV Households Number	Percent
NORTH CAROLINA—(Continued)			
Wayne	20,700	17,200	83
Wilkes	11,700	9,500	81
Wilson	14,800	12,100	82
Yadkin	6,300	5,300	83
Yancey	3,600	2,300	63
Totals	**1,222,100**	**1,032,400**	**84**
NORTH DAKOTA			
Adams	1,300	1,100	85
Barnes	4,700	4,500	94
Benson	2,500	2,100	83
Billings	400	400	92
Bottineau	3,100	2,800	88
Bowman	1,200	1,100	85
Burke	1,700	1,500	86
Burleigh	10,100	9,300	92
Cass	20,000	18,700	94
Cavalier	2,700	1,900	70
Dickey	2,400	2,000	85
Divide	1,600	1,300	82
Dunn	1,500	1,300	83
Eddy	1,400	1,300	92
Emmons	2,100	1,900	90
Foster	1,500	1,400	90
Golden Valley	900	800	91
Grand Forks	13,500	12,600	93
Grant	1,600	1,400	85
Griggs	1,400	1,300	92
Hettinger	1,600	1,500	89
Kidder	1,400	1,400	94
La Moure	2,400	2,200	90
Logan	1,400	1,200	85
McHenry	3,000	2,700	90
McIntosh	1,900	1,600	79
McKenzie	2,000	1,800	90
McLean	3,900	3,500	91
Mercer	1,900	1,600	82
Morton	5,700	5,200	91
Mountrail	2,800	2,500	87
Nelson	2,100	2,000	93
Oliver	700	600	90
Pembina	3,500	2,700	77
Pierce	1,900	1,700	86
Ramsey	3,700	3,300	88
Ransom	2,400	2,200	92
Renville	1,300	1,300	95
Richland	5,300	4,800	91
Rolette	2,400	1,700	70
Sargent	1,900	1,800	92
Sheridan	1,200	1,100	87
Sioux	800	600	68
Slope	500	500	90
Stark	4,800	4,300	89
Steele	1,300	1,300	94
Stutsman	6,500	6,200	95
Towner	1,500	1,400	85
Traill	3,000	2,900	95
Walsh	4,800	4,400	91
Ward	13,700	12,500	92
Wells	2,600	2,400	89
Williams	6,500	5,900	90
Totals	**175,900**	**159,600**	**91**
OHIO			
Adams	6,000	4,800	79
Allen	31,300	28,700	92
Ashland	12,000	11,400	95
Ashtabula	27,600	25,600	93
Athens	12,500	10,700	86
Auglaize	10,700	9,900	92
Belmont	25,800	24,100	93
Brown	7,500	6,500	87
Butler	57,800	54,600	95
Carroll	5,900	5,500	94
Champaign	8,900	8,400	94
Clark	39,500	37,500	95
Clermont	22,700	21,400	95
Clinton	9,100	8,500	94
Columbiana	32,200	30,100	94
Coshocton	10,100	8,700	86
Crawford	14,700	13,600	93
Cuyahoga	508,000	480,700	95
Darke	13,900	12,900	93
Defiance	9,100	8,500	93
Delaware	10,300	9,900	96
Erie	20,600	19,500	95
Fairfield	19,400	18,500	96
Fayette	7,700	7,000	92
Franklin	208,200	197,000	95
Fulton	8,600	7,800	91
Gallia	6,900	6,000	87
Geauga	13,300	12,400	94
Greene	26,400	25,100	95
Guernsey	11,500	10,200	89
Hamilton	272,900	254,000	94
Hancock	16,900	16,000	95
Hardin	8,900	8,100	91
Harrison	5,400	5,000	91
Henry	7,600	7,300	96
Higbland	9,400	8,400	88
Hocking	6,100	5,500	90
Holmes	5,500	4,000	72
Huron	13,900	12,900	93
Jackson	8,600	7,700	89
Jefferson	28,900	27,300	95
Knox	11,900	11,100	94
Lake	43,200	42,000	97
Lawrence	16,000	14,600	91
Licking	27,800	26,400	95
Logan	10,800	10,100	93
Lorain	61,900	59,100	96
Lucas	141,800	134,800	96
Madison	7,200	6,500	90
Mahoning	88,200	84,000	96
Marion	18,200	17,300	95
Medina	18,900	18,000	95
Meigs	6,600	5,800	88
Mercer	8,900	8,300	93
Miami	22,800	21,600	95
Monroe	4,600	4,000	86
Montgomery	161,400	154,300	96
Morgan	3,800	3,300	85
Morrow	5,600	5,300	94
Muskingum	23,900	21,800	92
Noble	3,400	2,700	80
Ottawa	10,700	10,200	95
Paulding	5,000	4,600	92
Perry	8,300	7,600	92
Pickaway	9,500	9,100	96
Pike	5,300	4,600	86
Portage	25,000	23,800	96
Preble	9,500	9,100	96
Putnam	7,600	6,900	92
Richland	35,300	33,000	94
Ross	17,100	15,400	90
Sandusky	16,700	16,000	96
Scioto	25,200	22,700	90
Seneca	16,800	15,800	94
Shelby	9,700	9,100	95
Stark	102,000	96,200	95
Summit	156,400	149,200	96
Trumbull	60,900	58,000	96
Tuscarawas	23,600	21,300	91
Union	6,900	6,400	93
Van Wert	8,900	8,400	94
Vinton	2,900	2,600	88
Warren	18,400	17,400	95
Wasbington	15,500	13,500	87
Wayne	21,000	18,500	88
Williams	9,300	8,500	91
Wood	20,700	19,600	95
Wyandot	6,400	5,900	91
Totals	**2,923,400**	**2,745,600**	**94**
OKLAHOMA			
Adair	3,800	2,700	72
Alfalfa	3,000	2,600	84
Atoka	3,100	2,600	84
Beaver	2,200	1,900	86
Beckham	6,100	5,000	81
Blaine	4,000	3,600	88
Bryan	7,900	6,300	79
Caddo	9,000	7,900	88
Canadian	7,600	7,100	93
Carter	13,000	11,400	88
Cherokee	5,100	4,200	83
Choctaw	5,200	3,500	66
Cimarron	1,400	1,100	77
Cleveland	13,400	12,000	90
Coal	1,800	1,600	86
Comanche	24,400	22,400	92
Cotton	2,600	2,400	91
Craig	4,600	4,000	87
Creek	13,100	11,400	87
Custer	6,800	6,000	87
Delaware	4,100	3,200	76
Dewey	2,100	1,700	81
Ellis	1,900	1,400	70
Garfield	17,200	15,700	92
Garvin	8,800	8,000	91
Grady	9,700	8,600	88
Grant	2,900	2,600	90
Greer	2,900	2,400	79
Harmon	1,900	1,600	84
Harper	1,900	1,700	87
Haskell	2,800	2,400	83
Hughes	5,100	4,200	82
Jackson	9,200	8,400	91
Jefferson	2,900	2,600	88
Johnston	2,700	2,200	81
Kay	17,000	15,200	90
Kingfisher	3,500	3,300	93
Kiowa	5,100	4,500	88
Latimer	2,400	1,700	69
Le Flore	9,200	7,400	80
Lincoln	6,200	5,700	92
Logan	6,100	5,400	88
Love	1,900	1,600	84
McClain	4,000	3,700	94
McCurtain	7,700	5,800	75
McIntosh	3,800	3,200	84
Major	2,600	2,000	73
Marshall	2,500	2,100	82
Mayes	6,400	5,500	87
Murray	3,600	3,100	85
Muskogee	19,400	16,800	87
Noble	3,500	3,300	92
Nowata	3,500	3,200	91
Okfuskee	3,700	2,900	79
Oklahoma	146,600	135,500	93
Okmulgee	11,900	10,700	90
Osage	10,400	9,600	93
Ottawa	9,400	8,600	91
Pawnee	3,700	3,300	90
Payne	13,600	11,900	88
Pittsburg	10,800	9,200	85
Pontotoc	9,200	8,200	88
Pottawatomie	13,600	12,200	90
Pusbmataha	3,000	2,000	67
Roger Mills	1,600	1,300	77
Rogers	6,700	5,900	88
Seminole	9,100	7,800	86
Sequoyab	5,200	4,100	79
Stephens	12,500	11,400	91
Texas	4,400	3,800	86
Tillman	4,800	4,200	89
Tulsa	116,000	107,800	93
Wagoner	4,800	4,300	88
Washington	13,900	13,200	95
Wasbita	5,400	4,900	91
Woods	4,000	3,500	85
Woodward	4,200	3,300	78
Totals	**750,300**	**669,100**	**89**
OREGON			
Baker	5,700	4,900	85
Benton	11,300	9,300	82
Clackamas	35,700	32,600	92
Clatsop	9,400	8,000	85
Columbia	7,000	6,300	90
Coos	17,300	13,700	79
Crook	2,900	2,500	86
Curry	4,600	3,700	79
Deschutes	7,400	6,300	85
Douglas	20,600	18,000	88
Gilliam	1,000	800	83
Grant	2,400	1,600	65
Harney	2,100	1,700	78
Hood River	4,300	3,500	82
Jackson	24,100	22,000	91
Jefferson	2,100	1,900	87
Josepbine	10,000	8,400	84
Klamath	15,000	13,600	91
Lake	2,300	1,900	81
Lane Inner	32,800	29,600	90
Lane Outer	17,700	15,900	90
Lincoln	8,300	6,500	79
Linn	17,800	16,000	90
Malbeur	6,700	5,900	89
Marion	36,300	32,400	89
Morrow	1,500	1,200	80
Multnomah	181,900	163,600	90
Polk	8,200	7,400	91
Sherman	800	800	92
Tillamook	5,800	4,700	80
Umatilla	13,400	11,200	83
Union	5,800	4,800	81
Wallowa	2,200	1,800	80
Wasco	6,500	5,500	84
Wasbington	28,800	27,100	94
Wheeler	800	700	85
Yamhill	10,100	8,800	88
Totals	**570,400**	**504,500**	**88**
PENNSYLVANIA			
Adams	15,000	13,600	91
Allegheny	492,200	465,600	95
Armstrong	23,700	22,000	93
Beaver	60,600	57,700	96
Bedford	12,400	10,900	89
Berks	88,300	82,300	94
Blair	41,400	38,600	94
Bradford	15,900	14,500	91
Bucks	90,100	86,900	97
Butler	33,000	31,400	95
Cambria	57,500	54,300	95
Cameron	2,300	2,200	95
Carbon	16,200	15,100	93
Centre	20,700	18,400	89
Chester	58,500	55,100	95
Clarion	10,800	9,800	91
Clearfield	24,000	22,200	93
Clinton	11,100	10,300	93
Columbia	16,500	15,200	92
Crawford	23,100	20,700	90
Cumberland	38,100	35,400	93
Daupbin	69,200	63,700	92
Delaware	167,800	162,600	97
Elk	10,700	9,900	93
Erie	75,400	71,400	95
Fayette	49,700	44,900	91
Forest	1,400	1,300	96
Franklin	26,800	23,200	87
Fulton	3,000	2,400	81
Greene	11,700	10,600	91
Huntingdon	11,500	10,200	89
Indiana	21,400	19,600	92
Jefferson	14,200	13,100	93
Juniata	4,700	3,900	82
Lackawanna	70,700	67,100	95
Lancaster	83,600	71,800	86
Lawrence	33,200	30,900	94
Lebanon	27,100	24,700	91
Lehigh	70,900	66,800	95
Luzerne	105,800	99,800	95
Lycoming	34,100	29,700	88
McKean	16,900	15,200	90
Mercer	37,200	34,500	93

State and County	Total Households	TV Households Number	Percent
Mifflin	13,500	11,700	87
Monroe	12,400	11,600	93
Montgomery	154,300	147,800	96
Montour	4,200	3,700	88
Northumberland	32,600	28,800	89
Northampton	61,600	57,500	94
Perry	7,800	7,100	90
Philadelphia	614,200	569,100	93
Pike	3,200	2,800	87
Potter	4,900	4,400	88
Schuylkill	54,000	49,200	92
Snyder	7,100	5,900	83
Somerset	22,300	20,200	91
Sullivan	1,800	1,600	90
Susquehanna	9,500	8,800	92
Tioga	10,600	9,200	87
Union	6,600	5,500	82
Venango	18,900	16,500	88
Warren	13,200	11,400	87
Washington	64,900	60,900	94
Wayne	8,100	7,000	86
Westmoreland	104,300	99,200	96
Wyoming	4,900	4,500	91
York	75,300	69,700	93
Totals	**3,408,100**	**3,174,000**	**93**
RHODE ISLAND			
Bristol	11,000	10,700	98
Kent	33,800	32,800	97
Newport	21,100	20,100	96
Providence	177,500	169,100	96
Washington	16,400	15,400	94
Totals	**259,800**	**248,200**	**96**
SOUTH CAROLINA			
Abbeville	5,700	4,500	77
Aiken	22,600	20,000	89
Allendale	2,900	1,800	63
Anderson	28,000	24,300	87
Bamberg	4,000	2,800	70
Barnwell	4,500	3,400	75
Beaufort	9,400	7,700	81
Berkeley	8,900	6,700	75
Calhoun	2,900	2,000	66
Charleston	59,000	50,400	86
Cherokee	9,300	8,000	86
Chester	8,000	6,600	83
Chesterfield	8,300	6,300	75
Clarendon	6,200	3,400	56
Colleton	7,100	4,700	66
Darlington	12,800	10,300	81
Dillon	6,800	5,200	76
Dorchester	6,000	4,900	81
Edgefield	3,800	3,000	78
Fairfield	4,900	3,400	69
Florence	20,700	17,300	84
Georgetown	8,000	5,800	72
Greenville	60,300	53,600	89
Greenwood	12,700	10,900	86
Hampton	4,300	2,900	67
Horry	16,800	12,900	77
Jasper	3,000	2,000	66
Kershaw	8,300	6,500	78
Lancaster	10,200	8,900	87
Laurens	12,300	10,300	84
Lee	4,700	3,100	66
Lexington	16,800	13,700	82
McCormick	2,000	1,500	73
Marion	7,600	5,400	71
Marlboro	6,900	5,100	74
Newberry	8,200	6,600	81
Oconee	10,400	9,100	87
Orangeburg	16,400	11,300	69
Pickens	13,100	10,800	82
Richland	48,900	40,800	84
Saluda	3,700	2,900	78
Spartanburg	43,400	37,900	88
Sumter	18,300	14,300	78
Union	7,900	6,800	86
Williamsburg	8,600	5,500	64
York	20,100	17,000	85
Totals	**614,900**	**502,500**	**82**
SOUTH DAKOTA			
Aurora	1,400	1,200	81
Beadle	6,600	5,800	87
Bennett	800	700	75
Bon Homme	2,900	2,400	82
Brookings	5,700	5,200	90
Brown	10,000	9,500	95
Brule	1,900	1,700	88
Buffalo	400	200	57
Butte	2,600	2,300	87
Campbell	1,000	800	77
Charles Mix	3,200	2,500	77
Clark	2,200	2,000	91
Clay	3,000	2,800	92
Codington	5,900	5,600	94
Corson	1,400	1,000	66
Custer	1,500	1,300	82
Davison	5,100	4,300	84
Day	3,100	2,900	91
Deuel	2,000	1,800	88
Dewey	1,400	1,000	67
Douglas	1,500	1,200	81
Edmunds	1,700	1,500	83
Fall River	3,200	2,700	84
Faulk	1,300	1,100	86
Grant	2,900	2,500	87
Gregory	2,200	1,900	86
Haakon	1,000	900	86
Hamlin	1,900	1,700	89
Hand	1,900	1,700	90
Hanson	1,300	1,200	88
Harding	700	600	80
Hughes	3,800	3,500	92
Hutchinson	3,400	2,900	85
Hyde	800	800	93
Jackson	600	500	76
Jerauld	1,200	1,100	87
Jones	600	600	85
Kingsbury	2,800	2,600	91
Lake	3,500	3,300	93
Lawrence	5,100	4,500	87
Lincoln	3,800	3,500	93
Lyman	1,200	1,200	92
McCook	2,400	2,300	95
McPherson	1,700	1,400	81
Marshall	2,000	1,600	81
Meade	3,300	2,900	86
Mellette	700	500	73
Miner	1,600	1,400	88
Minnehaha	26,000	24,900	96
Moody	2,400	2,200	91
Pennington	17,300	15,800	92
Perkins	1,700	1,300	75
Potter	1,400	1,300	87
Roberts	3,600	3,100	84
Sanborn	1,400	1,200	84
Shannon	1,200	700	50
Spink	3,200	3,000	92
Stanley	1,200	1,000	82
Sully	700	700	92
Todd	1,100	700	61
Tripp	2,500	2,200	88
Turner	3,500	3,200	91
Union	3,000	3,000	97
Walworth	2,400	1,900	79
Washabaugh	300	200	72
Yankton	4,700	4,200	90
Ziebach	600	400	54
Totals	**198,200**	**177,600**	**90**
TENNESSEE			
Anderson	16,500	14,500	88
Bedford	7,000	6,000	85
Benton	3,300	2,600	79
Bledsoe	1,900	1,400	71
Blount	15,900	13,900	87
Bradley	11,000	9,700	88
Campbell	7,300	5,300	72
Cannon	2,500	2,000	80
Carroll	7,300	5,500	76
Carter	11,300	9,400	84
Cheatham	2,700	2,400	87
Chester	2,700	2,200	80
Claiborne	5,000	3,300	66
Clay	2,000	1,400	70
Cocke	6,300	4,700	74
Coffee	8,400	7,400	88
Crockett	4,300	3,500	81
Cumberland	4,900	3,500	71
Davidson	119,300	109,500	92
Decatur	2,500	1,900	72
De Kalb	3,200	2,500	78
Dickson	5,500	4,900	88
Dyer	9,000	7,400	82
Fayette	5,400	3,400	64
Fentress	3,100	2,100	66
Franklin	6,900	5,800	83
Gibson	13,900	11,200	81
Giles	6,600	4,900	75
Grainger	3,300	2,300	69
Greene	12,000	9,900	82
Grundy	3,000	2,100	71
Hamblen	9,700	8,000	82
Hamilton	71,800	64,600	90
Hancock	2,000	1,400	69
Hardeman	4,900	3,600	73
Hardin	5,000	3,400	68
Hawkins	8,200	6,300	76
Haywood	5,600	4,000	71
Henderson	4,700	3,600	76
Henry	7,100	5,400	77
Hickman	3,400	2,800	82
Houston	1,400	1,100	74
Humphreys	3,400	3,000	87
Jackson	2,600	1,900	72
Jefferson	6,000	5,100	84
Johnson	2,900	2,200	76
Knox	74,500	65,500	88
Lake	2,600	2,000	76
Lauderdale	5,900	4,800	80
Lawrence	7,800	6,200	79
Lewis	1,800	1,400	77
Lincoln	6,900	5,400	78
Loudon	6,800	6,000	89
McMinn	9,600	8,200	85
McNairy	5,200	3,900	75
Macon	3,600	2,900	81
Madison	18,000	14,800	82
Marion	5,500	4,800	87
Marshall	5,100	4,400	86
Maury	12,300	10,500	85
Meigs	1,300	1,100	84
Monroe	6,000	4,700	78
Montgomery	14,600	13,100	90
Moore	1,000	800	76
Morgan	3,400	2,600	76
Obion	8,500	7,200	84
Overton	4,000	2,900	71
Perry	1,500	1,300	78
Pickett	1,200	900	69
Polk	3,200	2,600	80
Putnam	8,100	6,500	80
Rhea	4,300	3,400	78
Roane	11,000	9,200	84
Robertson	7,900	6,900	87
Rutherford	14,300	12,700	89
Scott	3,700	2,400	65
Sequatchie	1,500	1,300	81
Sevier	6,700	5,100	76
Shelby	183,200	160,800	88
Smith	3,700	3,100	84
Stewart	2,200	1,900	83
Sullivan	32,800	29,400	90
Sumner	10,700	9,300	87
Tipton	7,300	5,700	78
Trousdale	1,400	1,200	82
Unicoi	4,200	3,400	81
Union	2,200	1,600	69
Van Buren	900	600	66
Warren	6,900	5,300	78
Washington	17,700	15,700	89
Wayne	3,200	2,000	63
Weakley	7,700	6,100	79
White	4,500	3,500	78
Williamson	6,900	5,800	84
Wilson	8,400	7,200	86
Totals	**1,024,100**	**871,200**	**85**
TEXAS			
Anderson	8,900	7,300	82
Andrews	4,100	3,700	89
Angelina	12,300	10,600	86
Aransas	2,200	2,100	90
Archer	1,900	1,900	94
Armstrong	700	600	90
Atascosa	4,900	4,000	81
Austin	4,500	3,400	74
Bailey	2,700	2,400	89
Bandera	1,400	1,300	88
Bastrop	5,300	4,100	78
Baylor	2,000	1,900	94
Bee	6,300	5,000	80
Bell	26,200	23,800	91
Bexar	189,700	168,500	89
Blanco	1,200	1,000	83
Borden	300	300	83
Bosque	3,800	3,300	85
Bowie	18,700	16,500	88
Brazoria	21,500	19,700	92
Brazos	12,400	10,600	86
Brewster	1,800	1,300	67
Briscoe	1,100	1,000	90
Brooks	2,200	1,800	80
Brown	8,500	6,700	79
Burleson	3,500	2,500	70
Burnet	3,000	2,700	90
Caldwell	5,100	4,200	82
Calhoun	4,500	3,700	82
Callahan	2,800	2,500	89
Cameron	36,500	28,500	78
Camp	2,500	1,900	76
Carson	2,300	2,200	96
Cass	7,000	5,900	85
Castro	2,500	2,100	86
Chambers	3,100	2,900	91
Cherokee	9,700	7,600	78
Childress	2,800	2,400	85
Clay	2,800	2,600	93
Cochran	1,800	1,600	90
Coke	1,100	1,000	89
Coleman	4,400	3,900	88
Collin	13,000	11,500	89
Collingsworth	2,000	1,400	69
Colorado	5,700	4,400	77
Comal	5,900	5,200	87
Comanche	4,400	3,300	75
Concho	1,200	1,100	87
Cooke	7,100	6,300	89
Coryell	6,100	5,500	90
Cottle	1,400	1,100	80
Crane	1,400	1,400	95
Crockett	1,200	900	77
Crosby	3,000	2,800	92
Culberson	800	600	76
Dallam	2,100	1,800	85
Dallas	305,600	283,700	93
Dawson	5,500	4,800	86
Deaf Smith	3,800	3,400	90
Delta	2,000	1,600	78
Denton	14,400	13,100	91
De Witt	6,400	4,900	75
Dickens	1,600	1,500	87
Dimmit	2,300	1,300	58
Donley	1,600	1,300	79
Duval	3,400	2,400	69
Eastland	7,100	5,900	82

(Continued on next page)

State and County	Total Households	TV Households Number	Percent
TEXAS—(Continued)			
Ector	27,900	25,700	93
Edwards	700	500	64
Ellis	13,200	11,700	88
El Paso	82,500	75,500	92
Erath	5,700	5,100	90
Falls	6,600	5,400	82
Fannin	8,100	6,500	80
Fayette	6,700	3,800	56
Fisher	2,500	2,200	85
Floyd	3,700	3,400	92
Foard	1,000	1,000	90
Fort Bend	10,700	9,200	86
Franklin	1,700	1,400	78
Freestone	4,000	3,200	77
Frio	2,500	1,800	71
Gaines	3,600	3,300	92
Galveston	43,400	38,900	90
Garza	2,000	1,800	89
Gillespie	3,300	2,300	69
Glasscock	400	400	96
Goliad	1,600	1,200	75
Gonzales	5,400	4,300	81
Gray	10,200	9,600	94
Grayson	23,700	20,800	88
Gregg	21,900	19,300	88
Grimes	3,900	2,900	73
Guadalupe	8,300	6,900	83
Hale	10,800	9,700	90
Hall	2,400	1,800	74
Hamilton	3,100	2,500	81
Hansford	1,900	1,800	93
Hardeman	2,800	2,300	82
Hardin	7,300	6,300	85
Harris	385,800	352,200	92
Harrison	13,100	10,900	83
Hartley	700	700	95
Haskell	3,600	3,100	86
Hays	5,300	4,500	85
Hemphill	1,000	900	86
Henderson	6,900	5,700	82
Hidalgo North	37,100	28,000	76
Hidalgo South	4,500	3,400	76
Hill	8,100	6,900	86
Hockley	6,200	5,900	95
Hood	1,900	1,700	89
Hopkins	6,400	5,300	83
Houston	5,400	3,900	71
Howard	11,800	11,200	94
Hudspeth	900	600	66
Hunt	12,800	11,000	86
Hutchinson	10,300	9,800	95
Irion	400	400	77
Jack	2,600	2,400	90
Jackson	4,000	3,200	79
Jasper	6,400	5,300	82
Jeff Davis	500	300	60
Jefferson	74,600	69,400	94
Jim Hogg	1,300	900	68
Jim Wells	8,900	7,200	81
Johnson	11,200	10,200	92
Jones	6,300	5,700	90
Karnes	3,900	3,100	79
Kaufman	8,500	7,100	84
Kendall	1,900	1,500	77
Kenedy	200	200	86
Kent	600	600	93
Kerr	5,200	4,100	78
Kimble	1,300	900	62
King	200	200	71
Kinney	700	400	53
Kleberg	7,700	6,700	86
Knox	2,500	2,100	84
Lamar	11,400	7,800	69
Lamb	6,500	6,000	92
Lampasas	3,100	2,700	88
La Salle	1,500	1,100	68
Lavaca	6,300	4,000	62
Lee	2,800	2,200	78
Leon	3,100	2,100	67
Liberty	9,400	7,800	83
Limestone	6,100	4,900	79
Lipscomb	1,100	800	74
Live Oak	2,100	1,700	82
Llano	1,900	1,600	82
Loving	100	100	96
Lubbock	46,300	42,600	92
Lynn	3,100	2,800	90
McCulloch	3,000	2,100	69
McLennan	46,400	41,800	91
McMullen	400	300	81
Madison	2,100	1,600	72
Marion	2,400	1,900	77
Martin	1,400	1,400	93
Mason	1,300	900	64
Matagorda	7,600	6,300	83
Maverick	3,300	1,800	52
Medina	5,000	4,100	81
Menard	1,000	500	48
Midland	21,300	19,800	93
Milam	7,100	5,600	79
Mills	1,600	1,300	76
Mitchell	3,400	2,900	86
Montague	5,200	4,700	89
Montgomery	8,100	6,700	82
Moore	4,200	4,000	94
Morris	3,700	3,300	87
Motley	1,000	700	68
Nacogdoches	8,500	6,500	76
Navarro	11,300	9,300	82
Newton	2,800	2,100	72
Nolan	6,000	5,500	91
Nueces	60,000	53,100	89
Ochiltree	2,900	2,700	90
Oldham	600	500	89
Orange	17,000	15,600	92
Palo Pinto	7,000	6,000	85
Panola	5,000	4,200	82
Parker	7,300	6,600	91
Parmer	2,900	2,600	88
Pecos	3,300	2,900	86
Polk	4,100	3,100	75
Potter	35,800	33,300	93
Presidio	1,500	900	58
Rains	1,200	1,000	83
Randall	10,500	10,300	98
Reagan	1,100	1,100	96
Real	700	400	53
Red River	5,100	3,600	71
Reeves	4,800	4,100	85
Refugio	3,100	2,800	89
Roberts	400	400	96
Robertson	4,900	4,000	81
Rockwall	1,800	1,600	85
Runnels	4,700	4,200	88
Rusk	11,200	9,500	85
Sabine	2,200	1,500	67
San Augustine	2,200	1,600	69
San Jacinto	1,800	1,200	62
San Patricio	11,400	9,500	83
San Saba	2,200	1,800	80
Schleicher	900	800	82
Scurry	5,900	5,300	90
Shackelford	1,400	1,200	84
Shelby	6,400	4,900	77
Sherman	800	800	90
Smith	26,600	23,200	88
Somervell	900	900	89
Starr	3,800	2,300	61
Stephens	3,100	2,600	83
Sterling	400	300	81
Stonewall	1,000	900	93
Sutton	1,100	700	63
Swisher	3,200	3,000	94
Tarrant	171,700	159,200	93
Taylor	30,600	28,200	93
Terrell	800	500	64
Terry	4,800	4,300	90
Throckmorton	1,000	800	81
Titus	5,400	4,500	82
Tom Green	19,700	17,600	90
Travis	62,000	55,200	89
Trinity	2,500	1,700	66
Tyler	3,200	2,400	75
Upshur	5,900	5,000	84
Upton	1,800	1,600	86
Uvalde	4,700	3,600	76
Val Verde	6,500	4,600	70
Van Zandt	6,400	5,300	82
Victoria	13,500	11,000	82
Walker	5,100	3,600	71
Waller	3,100	2,500	79
Ward	4,200	3,800	90
Washington	6,000	4,100	67
Webb	15,200	12,400	82
Wharton	10,800	8,900	83
Wheeler	2,700	2,000	73
Wichita	36,800	34,800	95
Wilbarger	5,700	5,400	95
Willacy	4,600	3,500	77
Williamson	10,700	9,100	85
Wilson	3,600	2,700	76
Winkler	4,100	3,700	90
Wise	5,500	5,000	91
Wood	5,800	4,900	84
Yoakum	2,400	2,300	94
Young	5,800	5,200	89
Zapata	1,000	600	52
Zavala	2,800	1,700	59
Totals	**2,862,700**	**2,523,700**	**88**
UTAH			
Beaver	1,200	1,100	88
Box Elder	6,800	6,500	95
Cache	10,000	8,800	88
Carbon	5,900	5,200	88
Daggett	400	300	62
Davis	16,600	15,900	96
Duchesne	1,800	1,500	80
Emery	1,500	1,400	89
Garfield	1,000	600	61
Grand	2,000	1,300	62
Iron	3,000	2,200	73
Juab	1,400	1,300	89
Kane	800	400	52
Millard	2,100	1,900	88
Morgan	800	700	86
Piute	400	400	83
Rich	500	400	81
Salt Lake	114,700	106,800	94
San Juan	2,200	1,400	62
Sanpete	3,300	3,000	89
Sevier	3,000	2,800	92
Summit	1,600	1,500	92
Tooele	4,800	4,600	95
Uintah	3,000	2,500	82
Utah	27,200	24,800	92
Wasatch	1,400	1,300	85
Washington	2,800	2,100	73
Wayne	500	500	91
Weber	31,800	29,800	94
Totals	**252,500**	**231,000**	**91**
VERMONT			
Addison	5,300	4,800	90
Bennington	7,600	6,900	91
Caledonia	6,800	6,300	92
Chittenden	20,600	19,300	94
Essex	1,700	1,600	94
Franklin	8,200	7,900	96
Grand Isle	900	900	98
Lamoille	3,100	2,900	94
Orange	4,500	4,100	90
Orleans	5,600	5,300	94
Rutland	13,700	12,400	91
Washington	12,400	11,600	93
Windham	9,100	7,400	81
Windsor	12,800	11,400	89
Totals	**112,200**	**102,700**	**92**
VIRGINIA			
Accomack	9,500	6,900	72
Albemarle	17,800	13,400	76
Alleghany	8,200	7,100	86
Amelia	1,900	1,300	65
Amherst	5,300	4,200	79
Appomattox	2,500	2,100	83
Arlington	86,300	80,100	93
Augusta	20,700	17,600	85
Bath	1,500	1,200	80
Bedford	8,400	6,900	82
Bland	1,500	1,200	78
Botetourt	4,600	4,000	86
Brunswick	4,300	3,100	73
Buchanan	8,200	5,600	69
Buckingham	2,700	1,900	69
Campbell	25,500	22,000	87
Caroline	3,100	2,400	78
Carroll	6,300	4,700	75
Charles City	1,200	800	68
Charlotte	3,500	2,700	77
Chesterfield	23,300	21,600	93
Clarke	2,200	2,000	89
Craig	1,000	800	73
Culpeper	4,200	3,600	84
Cumberland	1,600	1,100	66
Dickenson	4,600	3,700	80
Dinwiddie	15,300	12,300	81
Essex	1,800	1,300	73
Fairfax	76,500	73,000	96
Fauquier	6,500	5,400	84
Floyd	2,900	2,300	79
Fluvanna	1,900	1,400	75
Franklin	6,700	5,500	81
Frederick	11,200	9,700	87
Giles	4,600	4,000	87
Gloucester	3,600	3,100	86
Goochland	2,100	1,600	76
Grayson	6,500	5,200	79
Greene	1,100	700	54
Greensville	4,000	3,100	77
Halifax	9,900	7,600	77
Hamptn-Newprt Nws	56,500	51,500	92
Hanover	7,400	6,000	81
Henrico	102,700	91,200	89
Henry	16,000	13,800	86
Highland	900	800	81
Isle of Wight	4,400	3,700	84
James City	4,300	3,700	84
King and Queen	1,500	1,100	70
King George	2,000	1,700	85
King William	2,000	1,700	84
Lancaster	2,700	2,200	80
Lee	6,600	4,600	69
Loudoun	6,600	5,600	85
Louisa	3,400	2,400	70
Lunenburg	3,400	2,700	79
Madison	2,200	1,600	71
Mathews	2,300	1,800	80
Mecklenburg	7,900	6,000	76
Middlesex	1,900	1,500	79
Montgomery	11,300	9,700	86
Nansemond	12,000	9,500	79
Nelson	3,400	2,400	71
New Kent	1,100	1,000	82
Norfolk	138,000	123,100	90
Northampton	5,000	3,800	77
Northumberland	2,900	2,400	82
Nottoway	4,100	3,400	82
Orange	3,600	2,600	72
Page	4,500	3,700	82
Patrick	4,100	3,100	75
Pittsylvania	28,800	23,700	83
Powhatan	1,500	1,200	81
Prince Edward	3,700	2,800	77
Prince George	9,400	8,300	88
Princess Anne	23,700	21,800	92
Prince William	12,900	11,900	93
Pulaski	7,400	6,300	85
Rappahannock	1,400	1,100	78

State and County	Total Households	TV Households Number	Percent
Richmond	1,800	1,400	79
Roanoke	48,100	43,300	90
Rockbridge	8,100	6,600	81
Rockingham	14,600	11,800	81
Russell	6,400	4,900	75
Scott	6,600	4,600	70
Shenandoah	6,600	5,700	87
Smyth	7,900	6,700	84
Southampton	6,700	5,200	78
Spotsylvania	7,700	6,500	84
Stafford	4,800	4,200	87
Surry	1,500	1,200	76
Sussex	2,900	2,000	68
Tazewell	11,400	9,600	85
Warren	4,300	3,400	79
Washington	15,000	12,700	85
Westmoreland	3,000	2,200	72
Wise	12,300	9,300	76
Wythe	5,900	4,500	77
York	6,200	5,500	89
Totals	1,109,300	955,500	86
WASHINGTON			
Adams	3,000	2,800	92
Asotin	4,200	3,900	93
Benton	17,900	16,400	92
Chelan	13,400	11,800	89
Clallam	9,400	8,300	89
Clark	29,000	27,100	94
Columbia	1,500	1,300	80
Cowlitz	18,000	16,500	92
Douglas	4,400	4,100	92
Ferry	1,100	900	82
Franklin	7,100	6,500	92
Garfield	900	800	86
Grant	13,600	12,200	90
Grays Harbor	17,700	14,700	83
Island	5,800	5,500	95
Jefferson	2,900	2,700	89
King	316,100	286,000	91
Kitsap	26,400	24,700	94
Kittitas	6,400	5,400	84
Klickitat	4,200	3,400	81
Lewis	13,600	11,800	87
Lincoln	3,500	3,300	93
Mason	5,300	4,900	93
Okanogan	7,800	6,500	84
Pacific	5,100	4,200	83
Pend Oreille	2,200	2,000	89
Pierce	97,700	91,000	94
San Juan	1,100	1,000	90
Skagit	16,100	14,400	90
Skamania	1,600	1,400	85
Snohomish	54,500	50,500	93
Spokane	90,000	82,200	92
Stevens	5,400	4,700	86
Thurston	17,800	16,500	93
Wahkiakum	1,100	1,000	86
Walla Walla	12,800	10,600	84
Whatcom	22,500	20,000	89
Whitman	8,900	7,900	89
Yakima	43,600	38,400	88
Totals	913,500	827,600	91
WEST VIRGINIA			
Barbour	4,300	3,400	79
Berkeley	10,100	9,000	90
Boone	7,300	6,300	86
Braxton	4,100	2,800	68
Brooke	8,300	7,900	95
Cabell	33,300	30,500	92
Calhoun	2,200	1,700	75
Clay	2,900	2,200	76
Doddridge	2,100	1,600	77
Fayette	16,500	14,200	86
Gilmer	2,200	1,700	75
Grant	2,200	1,600	73
Greenbrier	9,600	7,900	83
Hampshire	3,300	2,400	72
Hancock	11,500	11,200	98
Hardy	2,600	1,800	68
Harrison	23,700	21,800	92
Jackson	5,300	4,800	90
Jefferson	5,300	4,700	88
Kanawha	74,000	67,100	91
Lewis	5,300	4,400	82
Lincoln	5,000	4,100	83
Logan	15,200	13,200	87
McDowell	17,500	14,800	85
Marion	19,800	17,400	88
Marshall	11,400	10,500	92
Mason	6,700	6,200	92
Mercer	19,200	17,000	89
Mineral	6,500	5,300	82
Mingo	9,700	7,600	79
Monongahela	16,000	13,200	83
Monroe	3,100	2,300	75
Morgan	2,600	2,200	83
Nicholas	6,600	5,400	82
Ohio	22,400	20,900	94
Pendleton	2,100	1,600	74
Pleasants	2,000	1,800	86
Pocahontas	2,900	2,000	67
Preston	7,300	5,800	79
Putnam	6,500	5,900	90
Raleigh	21,000	18,200	87
Randolph	7,100	5,500	78
Ritchie	3,300	2,500	74
Roane	4,200	3,300	78
Summers	4,300	3,300	75
Taylor	4,500	3,700	80
Tucker	2,300	1,800	76
Tyler	3,000	2,500	80
Upshur	5,100	4,100	80
Wayne	10,600	9,100	86
Webster	3,500	2,500	72
Wetzel	5,700	5,000	87
Wirt	1,300	1,000	79
Wood	24,200	21,100	87
Wyoming	8,300	7,000	83
Totals	526,500	456,500	87
WISCONSIN			
Adams	2,400	2,100	84
Ashland	5,100	4,700	91
Barron	10,100	8,800	87
Bayfield	3,600	3,300	91
Brown	34,500	33,300	97
Buffalo	4,100	3,600	89
Burnett	2,900	2,500	86
Calumet	6,000	5,600	94
Chippewa	12,000	11,200	93
Clark	8,800	7,500	85
Columbia	11,000	10,000	91
Crawford	4,500	4,100	90
Dane	65,800	59,000	90
Dodge	18,100	16,500	91
Door	6,200	5,900	95
Douglas	13,600	12,800	94
Dunn	7,400	6,600	90
Eau Claire	17,300	15,900	92
Florence	1,000	1,000	91
Fond du Lac	21,400	19,700	93
Forest	2,200	1,800	81
Grant	12,500	10,700	86
Green	7,900	7,200	91
Green Lake	4,900	4,400	90
Iowa	5,400	4,800	89
Iron	2,500	2,300	92
Jackson	4,400	3,900	87
Jefferson	15,100	14,200	94
Juneau	5,200	4,300	82
Kenosha	31,700	30,000	95
Kewaunee	5,100	4,800	95
La Crosse	21,400	20,100	94
Lafayette	5,000	4,500	90
Langlade	5,600	5,100	91
Lincoln	6,600	6,200	94
Manitowoc	21,800	21,100	97
Marathon	24,800	23,500	95
Marinette	10,100	9,700	96
Marquette	2,700	2,300	84
Milwaukee	323,700	305,100	95
Monroe	8,400	7,400	89
Oconto	7,100	6,500	92
Oneida	6,600	5,800	88
Outagamie	27,900	27,100	97
Ozaukee	11,100	10,500	95
Pepin	2,000	1,800	87
Pierce	6,300	5,900	93
Polk	7,500	7,000	94
Portage	10,200	9,400	92
Price	4,300	3,600	82
Racine	42,100	40,500	97
Riceland	5,100	4,500	88
Rock	34,600	32,600	95
Rusk	4,200	3,700	87
St. Croix	8,200	7,800	95
Sauk	10,500	9,300	88
Sawyer	2,900	2,500	83
Shawano	9,600	8,800	92
Sheboygan	26,500	25,200	96
Taylor	4,800	4,200	89
Trempealeau	6,800	5,800	85
Vernon	7,500	6,700	89
Vilas	3,000	2,600	87
Walworth	15,900	14,800	93
Washburn	3,200	3,000	91
Washington	13,000	12,500	96
Waukesha	45,300	43,300	96
Waupaca	10,600	10,000	94
Waushara	4,200	3,800	89
Winnebago	31,900	30,500	96
Wood	16,600	15,600	94
Totals	1,172,000	1,093,000	93
WYOMING			
Albany	6,500	5,100	78
Big Horn	3,400	2,700	79
Campbell	1,900	1,400	74
Carbon	4,600	3,600	78
Converse	2,100	1,700	81
Crook	1,400	1,000	69
Fremont	7,500	6,500	86
Goshen	3,700	3,200	88
Hot Springs	2,100	1,600	76
Johnson	1,800	1,400	74
Laramie	19,000	17,300	92
Lincoln	2,500	2,000	76
Natrona	16,200	14,500	90
Niobrara	1,300	1,100	81
Park	5,100	4,000	79
Platte	2,300	1,800	75
Sheridan	6,000	4,500	75
Sublette	1,200	900	73
Sweetwater	5,500	4,500	81
Teton	1,000	800	80
Uinta	2,000	1,700	83
Washakie	2,600	2,200	34
Weston	2,400	1,900	76
Totals	102,000	85,600	84

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SUMMARY-INDEX OF WEEK'S NEWS

Broadcast

FCC COMR. HENRY GIVES FIRST IMPRESSIONS on major topics after 6 weeks on job—on FCC program role, local hearings, biggest problems, multiple ownership, TV & AM allocations, CATV, pay TV, etc. (p. 1).

TV ELECTION COVERAGE—comprehensive, complicated, costly: Networks throw $2 million, 10,000 workers into scrap for viewers. Computers prove accurate forecasters (p. 2).

FEW ELECTION CASUALTIES ON HILL TV COMMITTEES: Senate Commerce loses only ranking Republican Butler, House Commerce drops 3 (p. 3).

TV ALLOCATIONS POT STIRRED at FCC, no change in philosophy in sight. Full-uhf plan due shortly, including room for ETV. Short-spaced vhfs up soon, final all-channel rules imminent, Ch. 14-15 deletion proposal blasted (p. 3).

BLOCK-BOOKING DECISION, handed down by Supreme Court, won't upset current film sales practices in industry. Ruling loses impact because of smaller packages, steady station demand (p. 4).

Consumer Electronics

GOOD 1963 AHEAD, TV manufacturers agree, sparked by profitable color & popular portables. Survey of 13 set makers results in median distributor sales forecast of 6.1 million b&w, 550,000 color, total of about 6.7 million sets (pp. 7 & 11).

KIMCODE SUCCESS predicted by most tube makers, but with qualifications; views of 7 OEM manufacturers presented. Corning sampling industry with Kimcode-type bulbs (p. 8).

3M CARTRIDGE RECORDER debuts in St. Louis market test. Initial retail price of $450 stirs comment, but lower-priced models seen inevitable. Device plays 15 hours of music automatically, using new-formula magnetic tape (p. 9).

SILO'S COLOR-TV SALE: Philadelphia-based discount chain breaks newspaper ad campaign announcing 1962 "RCA Victor Color TV on sale at fantastic savings!" Example: French Provincial console at $579 vs. previous $975 (p. 12).

SEPTEMBER'S SWEET SALES: Phonos up 50% from 1961, TV up 7%. Radio sales down for month, but may still set 15-year record in 1962. Auto radio heading for all-time high (p. 12).

FCC COMR. HENRY—FIRST IMPRESSIONS: We interviewed new FCC Comr. William Henry last week, figuring he's beginning to get feel of job, though he was just sworn in Oct. 2. He terms many of his views "impressions," at this early stage, too soon to label them "opinions." But he has definite leanings in many areas, doesn't hesitate to voice them. Herewith are his views on some major topics:

(1) Over-all philosophy regarding FCC's regulatory function: "I think this can best be spelled out by my votes over a period of time."

(2) FCC's role in station programming: "I agree with the intent of the 1960 'program statement.' FCC should be concerned with programming—but not in any way dictate content. We should compare performance with promise. We should recognize differences in the public's tastes. Since there are limited facilities, we should see that all aren't completely neglected.

"The $64 question is—what should the Commission do, specifically? I can't answer that. But it seems to me that somewhere along the line the FCC has to judge whether a station's representations as to the needs of his community are bona fide. But how does the FCC determine the bona fides of these needs? Tough question."

(3) Chicago-type local hearings: "I have the impression that they may be a good means for gather-

ing facts as to how broadcasters are attempting to meet needs. I think more of them would be useful—not as a usual thing, but as an additional tool to see what broadcasters do."

(4) Biggest problems facing FCC: "My impression is that the AM allocations is the most perplexing. Everything is interrelated—clear channels, 10% rule, first nighttime facility, relationship of AM to FM, etc. Then there's the networks. I haven't made up my mind as to FCC's role here. But the matter is very important. I don't intend to limit my concern to broadcasting. What is a common carrier in microwaves, for example? The rate of return for common carriers is a continuing source of knotty problems. Space communications regulation is extremely important—probably the biggest job outside of broadcasting."

(5) Multiple ownership: "I don't think the ceiling should be lifted. I'm concerned about concentration in a limited number of hands, absentee ownership, integration of ownership with day-to-day operation. A single owner of the only station and newspaper in a community is undesirable. But it may be necessary in some cases. It's neither black nor white. You've got to balance opposing considerations. I don't believe in one station to a customer. My impression is that some of the more responsible licensees are multiple owners."

(6) TV allocations: "I'm in accord with FCC's basic philosophy—still committed to the 'Sixth Report.' As of now, I don't know how I'd change it. My impression is that the present allocation is on the whole satisfactory."

(7) CATV controls: "I believe there should be regulation. I haven't read FCC's proposals, so I can't spell out exactly the principles."

(8) Pay TV: "I abstain. I just don't know. I have no quarrel with tests. One of the arguments is that it will fill minority tastes—but I just don't know."

(9) License fees: "In theory, it strikes me favorably. But I don't know whether it can be worked out. It's difficult for me to see charging fees way out of proportion to the benefit received by the licensee—comparing an NBC o-&-o with a citizen's band operator."

(10) Choosing winners in competitive cases: "Our system is pretty unwieldy, but I can't see that I have better ideas. I don't know any criteria I'd throw out. I'd put a great deal of emphasis on absentee ownership, multiple ownership, integration of management & ownership, concentration of mass media control. On the other hand, past performance is a good indication of future performance. You've got to balance these factors."

(11) Station transfers: "I approve of the 3-year rule."

(12) Economic injury complaints: "I have the impression that if a station operator claims that a new station will put them both out of business or reduce their service to the public—FCC should then compare his service with the newcomer's proposal. However, I understand that this procedure is possibly illegal, constituting a modification of the existing station's license. I don't know."

(13) Sec. 315—political equal time: "I have no suggestions for changes."

(14) Children's programs: "I would like to stress my interest in this field. The statistics on the time children spend watching TV are staggering—something like 17 million child-hours a day for children under 12. You can't ignore the tremendous impact sight & sound have. It's a tremendous instrument for conveying intelligence. It's a big responsibility on both parents & broadcasters—not all on either one. I'm hopeful there'll be some improvement."

(15) Personal viewing preferences: "I like good things in almost every category—drama, news, documentaries, comedy. The election coverage was excellent. But I don't get to watch very much. I'm pretty busy."

Conclusion: "I'm really enjoying myself."

TV ELECTION COVERAGE—COMPREHENSIVE, COMPLICATED, COSTLY: If there was any outstanding criticism of TV's brilliant election coverage, it was that networks' duplicated efforts were wasteful. ABC, CBS & NBC threw nearly 10,000 staff members, stringers & technicians into struggle for coverage, viewers, ratings. NBC was granted rating victory by Arbitron, receiving 21.5, compared with CBS's 15.6, ABC's 7.3.

It was battle of computers between CBS & NBC, both claiming extensive victories in early forecasts of winners on basis of fractional returns. Predictions were in fact earlier and more accurate than ever before, with no major goofs, although there was considerable minor confusion.

ABC-TV's expanded news operation under vp James Hagerty couldn't match efforts of big experienced CBS & NBC crews—but showed improvement over previous elections. Local station coverage throughout U.S. was undoubtedly most thorough to date.

Duplicated coverage & costs brought criticism from some. Networks spent estimated $2 million on 10-hour stint. In cities with 3 or fewer channels, viewers had no choice but to watch coverage. However, ARB count of N.Y.'s 7 outlets at 9 p.m. showed the 4 independents pulling nearly as many viewers as 3 networks.

TV-radio got praise, newspapers brickbats, from defeated Cal. gubernatorial candidate Richard Nixon. In his strange & bitter concession speech, he blasted newspapers for alleged unfairness during campaign, declared: "Thank God for radio and television. They will make papers more honest."

FEW ELECTION CASUALTIES ON HILL TV COMMITTEES: House & Senate committees with fingers in broadcasting came through elections relatively unscathed. Sen. Magnuson's (D-Wash.) Commerce Committee lost only one—ranking Republican Butler (Md.), who retired; re-elected Norris Cotton (N.H.) is due to move into top minority spot. Sen. Dodd's (D-Conn.) Juvenile Delinquency Subcommittee suffered one casualty on each side—Democrat Carroll (Colo.) and ranking Republican Wiley (Wis.), expected to be replaced by Hruska (Neb.). Sen. Yarborough's (D-Tex.) Freedom of Communications (Watchdog) group remains unchanged.

House Commerce Committee lost 3. Dominick (R-Colo.) moved up to Senate. Mack (D-Ill.) was defeated after running against another incumbent in redistricted area. Communications & Power Subcommittee Chmn. Moulder (D-Mo.) retired. Rep. Celler's (D-N.Y.) Anti-trust Subcommittee is unchanged. House Subcommittee on Advertising & Growth Opportunities for Small Business lost Chmn. Alford (Ark.), beaten in bid for governor.

Broadcasting industry apparently isn't represented in major way in new crop of Congressmen. Our quick check turned up no freshmen with important interests in TV-radio.

TV ALLOCATIONS POT STIRRED: FCC discussed TV allocations again last week—no new major trends emerging. However, it was apparent that growing demand for educational channels is having increasing impact on whole picture, but "basic philosophy of the Sixth Report was reaffirmed," we're told.

Commission staff is expected to come up next month with plan for completely allocating uhf—adding many hundreds of assignments—and FCC has been concerned lest current heavy reservations of ETV uhf channels reduce flexibility in allocations. But it's satisfied that substantial reservations may be made now without harm.

FCC made additional vhf & uhf ETV reservations last week. In Neb., it reserved Ch. 13 in Alliance, 9 in North Platte, Ch. 3 in Lexington, Ch. 7 in Bassett, Ch. 25 in Albion. Commercial Ch. 8 was assigned to Albion, Ch. 4 to Superior. In Kan., ETV Ch. 8 was shifted from Manhattan to Hutchinson, Ch. 11 from Lawrence to Topeka. Ch. 9 was reserved in Lincoln, Ch. 3 in Lakin, Ch. 21 in Chanute, Ch. 33 in Oakley. This required substitution of Ch. 13 for Ch. 9 in Garden City, deletion of Ch. 21 from Ottawa, Ch. 20 from Independence. Commission also proposed to add commercial Ch. 11 to Lead, S.D., ETV Ch. 9 to Rapid City, and to shift ETV reservation from Ch. 22 to Ch. 10 in Pierre. FCC also turned down proposals to shift Ch. 3 from Sterling, Colo. to Cheyenne and to shift Ch. 3 from Alamosa to Colorado Springs, Colo.

Due soon for FCC consideration are the long-pending (Vol. 17:31 p2) 8 short-spaced vhf drop-ins—Baton Rouge, Ch. 11; Dayton, Ch. 11; Birmingham, Ch. 3; Jacksonville, Ch. 10; Knoxville, Ch. 8; Johnstown, Ch. 8; Charlotte, Ch. 6; Oklahoma City, Ch. 5. It's assumed these moves are still likely. Chmn. Minow, for one, would like to consider giving some of these to educators. He thinks vhf drop-ins in other fast-growing areas, too—such as Cape Canaveral—could well be utilized by ETV.

Finalization of all-channel-set rules by FCC is expected in couple weeks. Probability is that non-con-

troversial aspects will be concluded, but one angle will be left open for further study—i.e., exempting sets used by schools and similar institutions served by master antennas and vhf cable distribution systems. Georgia State Board of Education and Purdue U. last week joined those manufacturers seeking such exemptions. Former said that vhf-uhf sets will cost about $25 more than vhf-only, that U.S. schools have potential of wasting $68 million on uhf tuners they don't need—pointing out that master systems convert uhf to vhf before distributing signals to sets. Purdue said that potential of 200,000 sets in range of airborne uhf transmitters could save $5 million with vhf-only.

Proposed deletion of Ch. 14 & 15, advanced by mobile communications equipment manufacturers (Vol. 2:42 p4), brought extremely vigorous objections from AMST and operators of stations on those channels. Objectors said that Ch. 14 & 15 are most desirable from propagation standpoint, that they'd have to shift to less effective high channels—with heavy expenditures for new equipment, that substantial number of viewers will have to buy new tuner strips, that disruption would be serious blow to uhf growth. Actually, we still can find no sympathy for deletion among commissioners.

MEANING OF BLOCK-BOOKING DECISION: Final legal chapter was written by U. S. Supreme Court Nov. 5 on sale of large "blocks" of feature films to TV stations. Court's decision was unanimous that all-or-nothing sales of feature packages violated anti-trust laws.

Case had been appealed by group of distributors who had challenged original decision in govt.'s favor by N.Y. District Court Judge Archie O. Dawson (Vol. 16:50 p5 et seq.). Now, there's no question about it —if TV station film buyer wants to buy selectively from feature package offered, he can do so (except where entire package is being negotiated by another station in market).

Distributors were unruffled by decision when we contacted several leading firms in N.Y. last week. For one thing, it was no surprise. For another, handwriting has been on wall for nearly 2 years, and distributors have had plenty of time to revise sales tactics.

Much bite is removed from decision by changes which have taken place in feature film selling in past 2 years. No longer are features dumped on market in huge blocks, such as original MGM library of some 750 pre-1948 films. Trend today is to offer small packages of 20 to 40 pictures which distributor has selected from available post-1948 crop.

Sales policy of Seven Arts is fairly typical. Originally, SA's Eliot Hyman culled some 120 post-1948 Warner features from group of 200. Then, selected group was broken into "volumes," which were offered as group or as individual pictures with price relating to market. Prices were higher than average per-picture price of large blocks (sometimes, 2 or 3 times as much), but films were newer, star values better and quality higher on average.

Even large-block distributors have virtually abandoned the tactic. MCA, in distributing Paramount pre-1948 backlog, carefully avoided Justice Dept. ire by using individual picture prices almost from start. MGM, having sold pre-1948s in most markets, now releases post-1948s in small packages of 30 films per year.

TV stations are unlike theaters in that there's practically no "holdover" on features, and most stations buy features in volume because they're played on volume basis, distributor sources told us. With packages growing smaller and more choice, stations in market for features usually buy whole package, if only as inventory hedge against future tightening of supply.

Said an MGM-TV source: "We offer post-1948s on an individual basis, but it's unusual to sell them that way. We've made a few single-picture sales to stations like WOR-TV N.Y., WGN-TV Chicago & KTTV Los Angeles as 'specials' or where a picture is played for a whole week. But these are exceptions, rather than the rule."

What will decision mean to industry? This seemed to be the consensus: (1) Sales tactics today, and in near future, won't change radically in feature films. (2) There may be some "split packages" offered in markets where one station has skimmed off handful of high-priced pictures at perhaps 50% of total package cost, leaving remainder at bargain price. (3) Distributors face additional paperwork, but most have long since prepared for it. (4) There is chance some stations may sue distributors for triple damages where original sales deal can be proved to be a "forced" purchase of large block.

CURRENT CAPSULES

Race against clock, in FCC & courts, intensified in NBC-RKO-Philco case last week. Anti-trust consent decree specifies that NBC must dispose of WRCV-TV & WRCV Philadelphia by Dec. 31. NBC has asked Philadelphia Federal District Judge Kirkpatrick to extend deadline of his consent decree—citing delays beyond its control. It has sought to exchange Philadelphia stations with RKO's Boston outlets, is engaged in FCC hearing on its licensee qualifications, precipitated by Philco charges. In addition to seeking deadline extension, NBC & RKO asked FCC to grant the swap on interim basis, conditioned on outcome of hearing, while Philco asked Commission for temporary grant of WRCV-TV's Ch. 3. FCC turned both down last week, saying situation didn't warrant such "extraordinary" measures. At same time, Justice Dept. has opposed NBC's deadline-extension petition, asserting stations must be forfeited on Dec. 31 if FCC hasn't authorized swap by then. Parties now await Judge Kirkpatrick's ruling. At week's end, FCC Review Board granted NABET permission to intervene in hearing.

■

New FCC authority to cope with flood of equal-time and "fairness doctrine" complaints in political compaigns was proposed by Comr. Ford in speech to Ohio Bcstrs. Assn. Citing recent elections as "one of the most trying political campaigns that the broadcast industry has yet experienced," he called for repeal of Sec. 315 and new Commission authority to rule on use of broadcast facilities during campaigns. He also urged conference of networks, major political parties, NAB, FCC and related groups before a Congressional committee to develop report which includes as many examples as possible of rulings on various questions presented in connection with fairness in campaigns and broadcasting of controversial issues. Method was successful in anti-payola legislation, should work as well in present situation, he said. Networks immediately hailed speech, said they're eager to help.

■

"Scandalous" is how FCC described attack by NCTA on Broadcast Bureau Chief Kenneth Cox in Carter Mountain Transmission Corp. CATV-microwave court case (Vol. 2:42 p5). Carter Mountain is in Court of Appeals challenging Commission's denial of microwave facilities to feed CATV systems. NCTA brief had blamed Cox for changing FCC's mind. Among other things, it said: "Certainly, the people who invest heavily in microwave equipment or CATV systems to serve the public have a right to expect that the Commission as an agency of the govt. will not vacillate with the variable winds of changing staff or Commission membership in such important policy matters. This is still a govt. of laws and not of men." FCC asked Court of Appeals to strike NCTA pleading out of court files. Commission said Cox did nothing improper, simply carried out his duties. Cox's participation, it said, "and the fact that the Bureau urged on his instructions the position subsequently taken by the Commission, are patently irrelevant to the validity of the Commission's decision and to any issue in this appeal. The argument of the Association is therefore nothing but irrelevant innuendo. A brief so dependent upon scandalous suggestions should be stricken."

■

FCC Comr. Lee's crusade to get NAB Code limitations on commercials imbedded in Commission rules hasn't borne fruit to date. Last week, he gave colleagues about one-hour pitch, apparently hasn't made converts other than Chmn. Minow. Issue may come to vote this week. Lee spent time in N.Y. recently, seeking support from ad agency men—didn't get great deal. He's urging that Commission at least put proposal out for rule-making, get comments.

■

FCC action on radio clear channel rules, expected shortly: (1) Reaffirm existing Commission decision. (2) State that status quo will be maintained, however, until July 1963, giving Senate & House opportunity to agree on policy. No duplication of clears would be granted during period, therefore, and pending applications for 750 kw would be returned.

Deceptive TV commercial charge was denied by Winston Sales Co., Chicago. FTC cited firm for advertising that its kitchen knife would never dull and for misrepresenting prices of knife and a food chopper. Winston denied all charges, asked dismissal of complaint.

Franchise for Utica CATV system is being sought by new firm, Cabletron, composed of 3 partners—Joseph R. Mascaro, Richard Conde, Walter Lewandowski. It would provide 10 channels for $4-$5 monthly rental plus installation fee. System cost is estimated at $1 million.

Personals

Desi Arnaz resigns as Desilu Productions pres., succeeded by ex-wife **Lucille Ball**, who buys his 300,350 shares . . . **Merrill Myers** promoted to CBS corporate information mgr.

Herbert Gross promoted to CBS-TV sales development mgr., a new post . . . **George A. Heinemann**, NBC mgr. of public affairs, reappointed to Southern Regional Education Board Public Information Advisory Council.

FCC Chmn. **Minow** speaks Nov. 14 in New Orleans at National Assn. of Railroad & Utilities Commissions convention.

Martin L. Nierman, Petry exec. vp, re-elected to TvB board . . . **Walter M. Vetter**, ex-NBC-TV, named TvB member sales presentations dir.

Charles C. Allen, ex-Kudner agency, appointed ABC-TV sales service dir. . . . **Lincoln Scheurle & Edward E. Katz** form new motion picture & TV film firm, Film-Makers, Inc., Chicago.

Robert S. Tyrol, radio WTIC Hartford sales vp, elected Conn. Bcstrs. Assn. pres. . . . **Charles F. Simonelli** named TV Industries Inc. general vp, N.Y.

Arnold Roston, former MBS art dir., named pres. of new N.Y. Art Directors Club scholarship fund, established to encourage education & training in graphic design.

Edgar P. Smith, ex-*Fortune*, named a Time-Life Broadcast Inc. vp . . . **Warren M. Kelly** appointed station mgr., WBJA-TV Binghamton, N.Y., due to start Nov. 11.

Sidney Ginsberg promoted to Trans-Lux asst. vp; **Harry Semels**, ex-National Screen Service Corp., named Trans-Lux TV production head . . . **Joseph C. Bernstein**, ex-Wylde Films, N.Y. vp & partner, named Fred Niles film studios gen. mgr., N.Y.

George Schmidt promoted to Radio TV Representatives vp & eastern sales supervisor, N.Y. . . . **Bert Briller**, ex-ABC-TV affiliate communications vp, appointed asst. to the pres., MPO Videotronics.

David Maxwell promoted to KLYD-TV Bakersfield vp & gen. mgr., **William Walker** to similar post with radio KLYD, both replacing **Edward Urner**, resigned to give full time to personal business.

Edward Wooten promoted to KALB-TV Alexandria, La. station mgr., a new post; **Harold Thom** named production dir., **William Murphree** promotion dir. . . . **Larry McHale**, ex-KALB-TV operations mgr. & program dir., named WSAV-TV Savannah program dir.

Frank Ridolphi, ex-WSFA-TV Montgomery administrative asst., appointed WTVT Tampa-St. Petersburg business mgr. . . . **Charles E. Haddix**, ex-Cal. Spot Sales Ltd. pres. & Forjoe TV west coast gen. mgr., named KAIL Fresno station mgr. . . . **Gideon Klein**, ex-KCMT, Alexandria, Minn. sales mgr., named to similar post with KROC-TV Rochester, Minn.

Ernie Schultz promoted to WKY-TV Oklahoma City news dir., succeeding **Dick John** . . . **Fitz Patrick Boisseau**, WKRC-TV & WKRC Cincinnati news & editorial dir., on indefinite leave of absence for health.

Rusty Bruton, ex-WFGA-TV Jacksonville program & production mgr., named WSB-TV Atlanta production mgr., replacing **Mark Toalson**, on leave . . . **T. Ray Cline**, ex-WPTA Roanoke, Ind., appointed WTAF-TV Marion, Ind. production mgr.

"Play now, pay later" plan of Independent TV Corp., under which ITC has offered nearly 40 rerun TV series to TV stations on deal whereby station plays films and pays ITC a share if sponsor buys package, has generated lots of interest, ITC claims. Intent of ITC plan is two-fold: (1) To extend telecasting after usual sign-off time. (2) To get ITC into this market at minimum cost to stations. Exec. vp Abe Mandell of ITC denied that plan is merely gimmick to get ITC's sales foot in station doors, pointed to queries from major-market TV outlets which "have no interest in telecasting later at night but would like to start earlier in the morning" and from stations which "had been on a 24-hour schedule but found it too costly." One Arizona station, Mandell said, offered a different kind of trade—acreage in new land development in exchange for ITC reruns.

Worldwide "governmental uniformity" in TV's freedom of programming, under which broadcasters in any TV country can be free to select program series without artificial restrictions & tariffs, has high priority on project list of TV Program Export Assn., according to Pres. John G. McCarthy. He has advised TPEA directorate that he'll push project to General Agreement on Tariffs & Trade (GATT) group, which has formed "Working Party on TV." Last week, McCarthy hinted broadly that European Bcstg. Union will consider world TV's position in relation to GATT at meeting next spring in Malaga, Spain, to which McCarthy has been invited.

Japan may become largest TV film program market abroad for U.S. producers within next 2 years, according to CBS Films international sales mgr. Willard Block. Only possible exception, he said, is Canada. Contributing to Japan's rising importance as TV film market, Block said, are : (1) Continued price increases for top shows, despite quotas. (2) Increasing set circulation. (3) Probable end to import quotas on programs within next 2 years.

New animation technique, Aniforms, has signed arrangement to work exclusively with Videotape Productions of N.Y. According to John B. Lanigan, Videotape vp-gen. mgr., process "brings to character & scene animation a new speed economy and continuous flow of movement ideally suited to the tape medium."

WLYH (Ch. 15) will be Lancaster, Pa. station instead of Lebanon—FCC changing Ch. 15 assignment to Lancaster-Lebanon, modifying WLYH-TV license to specify Lancaster location. Commission said "the closer identity of WLYH-TV with Lancaster is likely to strengthen uhf in the Lancaster-Harrisburg-York-Lebanon market."

Panels on computer technology & agency management lead off American Assn. of Advertising Agencies eastern annual conference Nov. 13-14 at Americana Hotel, N.Y. More than 1,500 admen are expected at conference featuring 49 speakers and panelists.

Conversion to all-band CATV system is being completed by Green Mountain TV Corp., Burlington, Vt. Telesystem Services Corp., Glenside, Pa., is handling $300,000 project. Revamped system will offer 9 TV channels, 7 FM stations, stereo FM background music, weather channel.

Entries for Peabody TV-radio 1962 awards are invited until Jan. 10, 1963. Categories: news, entertainment, education, youth or children's programs, promotion of international understanding, public service. Submit to: Dean, Henry W. Grady School of Journalism, U. of Ga., Athens.

Cable service for pay TV in Little Rock must be provided at request of Midwest Video Corp., Ark. Supreme Court ruled last week, upholding Public Service Commission and lower court. Midwest has franchise for Telemeter system. Said court: "Midwest Video is in a position similar to that of theater owners who could not show pictures in their theatres unless they had the use of electricity furnished by the power company and no doubt a power company could be compelled to furnish such service."

"Broadcast Engineering" magazine is now being published by Howard W. Sams & Co., which acquired the publication when it purchased Instrument & Tractor Publications Inc. The monthly features changes in format & editorial coverage under publisher Howard W. Sams, gen. mgr. Mal Parks Jr. & exec. editor Verne M. Ray.

A **"warning"** strike shut down French TV-radio stations for hour Nov. 6. Union action was retaliation for alleged govt. interference in news coverage. During recent nationwide referendum on proposal for popular presidential elections, 4 TV announcers walked off job charging govt.-slanted news was being filtered to media. After the 4 were disciplined, unions called strike, warned they would protect rights of TV-radio employes to take actions which they felt necessary to uphold rules of profession.

Liberia is seeking TV service in Monrovia area by Jan. 1964, U.S. Commerce Dept. reports. Among incentives for U.S. firms interested in establishing such a system are staff housing & transportation and studio & office facilities for 5 years, tax exemption & exclusive advertising rights for 10 years. Contact Office of International Investment, Code 1-4833-1, Commerce Dept., Washington 25.

Pakistan is featuring TV at Karachi Trade Fair through Dec. 13. TV station & 200 receivers will be built & supplied by Time-Life Bcstg. & Phillips Electric. Screen Gems will provide about half of initial programming, remainder supplied by USIA & British Information Agency. Time-Life will handle project at fair.

TV commercials will be limited to 12 minutes daily on W. Germany's 2nd network, due to start April 1. Advertising will be carried on 4 three-minute clusters between 6:55 p.m. & 7:50 p.m. 6 days weekly. Estimated cost for minute will be $3,000-$3,750. One-minute spot on present 7-station network runs about $13,500.

Latest foreign TV investment by major U.S. broadcaster is purchase of minority interest in Proartel, Buenos Aires production firm, by Time Inc. Long a partner (with ex-Cuban broadcaster Goar Mestre) in same firm: CBS-TV. Time Inc. also owns part of TV production firm in West Germany, has holdings in Lebanese TV station.

"Town Meeting of the World," CBS's ambitious international forum planned for showing via Telstar next Spring (Vol. 2:44 p2), will be produced by Fred W. Friendly, *CBS Reports* exec. producer. He worked on first U.S.-Europe TV exchange using the AT&T satellite last summer.

Israel's first TV station will be established by Edmond James de Rothschild Memorial Fund. It will be ETV. Govt. has been divided on whether to introduce public TV. Rothschild Fund has about $3,333,000 to promote, science, art, culture & education in Israel.

Experimental TV-radio satellite transmissions between U.S. and Japan are planned, details being worked out between Japanese govt. and NASA. Japan hopes to televise 1964 Olympics from Tokyo.

No particular automatic logging system is favored by FCC, Commission announced. Noting that "concern has been expressed" that its Oct. 3 order permitting use of automatic logging (Vol. 2:41 p5) might be interpreted as favoring any one system, FCC said any system may be used if it fulfills requirements.

ETV's progress & promise is explored in 3-part article by Samuel Grafton in Oct. 27, Nov. 3 & Nov. 10 *TV Guide*. In "Educational Television: Boon or Boondoggle," he examines station finances, audience characteristics, programming, impact on commercial TV.

Latest directory of films for TV—*TV Film Source Book*—has been published by Broadcast Information Bureau, 535 Fifth Ave., N.Y. It includes 266 hour series, 777 half-hour, 103 fifteen-min., 67 one-to-10-min., 10,046 theatrical features.

Electronic bookkeeping possibilities for small businessmen are outlined in Small Business Administration's *Electronic Recordkeeping for Small Marketers*, by James M. Adams Jr. Available from any SBA office.

Broadcasters will be queried by FCC on political programs during 1962 campaigns. At request of Senate Communications Subcommittee, Commission will shortly mail questionnaire to all licensees.

Review of Armed Forces TV Conference Oct. 17-19 at Ft. Lee, Va., covering uses of TV for training, now available from Lt. Robert C. Cable, publicity dir., WFL-TV, Quartermaster School, Ft. Lee.

ETV use of 2,000-mc band is examined in report, *Proposed Educational Uses of the 2,000-mc Band*, available from Adler Electronics, One LeFevre Lane, New Rochelle, N.Y.

NAB has bought parking lot next to Washington headquarters as site for future new hq. It's 6,500 sq. ft., price undisclosed.

Highest U.S. TV saturation is in Skokie, Ill., 99.5% of homes equipped, Census Bureau reports.

Pre-Publication Orders for Factbook No. 33

Orders are now being taken for the 1962-63 *Television Factbook*, mailing expected to take place late December, early January. Beginning with this upcoming issue, based on last year's greatly expanded format, the book will be published once a year only—not Spring and Fall as in past years. The new *Television Factbook* will again provide station area coverage at a glance—contour maps of all commercial stations as filed with the FCC, showing Grade A & Grade B coverage. On the same page for the station will be published American Research Bureau's: (1) Total net weekly circulation. (2) County-by-county total households, TV households and percentages of TV-set penetration. These figures, presented in tabular form, will also be shown graphically in tone on each map. In addition, extensive space will be devoted to the other regular features that have made this comprehensive book since 1945 the industry's leading marketing and reference work. Pre-publication copy price is $12.50; 5 or more, $10.50. Regular price after publication, $15.00; 5 or more $12.50. To take advantage of pre-publication savings, write your request for copy reservation now to: Dept. 12, Television Digest, 911-13th Street, N.W., Washington 5, D. C.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

TV MAKERS SEE GOOD 1963 AHEAD: Sparked by color's profitability and portables' mass sales appeal, TV set manufacturers are predicting next year's sales will be at least as good as this year's—and that's mighty good. Our survey of 13 TV makers yielded these numerical forecasts:

Median predictions of distributor-to-dealer TV sales for 1963 were 6.1 million black-&-white sets, 550,000 color, and total sales of 6.7 million sets. Thus consensus is that total sales will be approximately same as this year, but with heavier emphasis on color. As result of excellent September (see p. 12), and an October which was at least as good as same month last year, 1962 distributor sales should work out to more than 6.25 million b&w. Adding about 350,000 color sets results in 6.6 million sets sold in 1962.

Predictions varied all over the lot. B&w sales forecasts ran from low of 5.65 million to high of 6.62 million, color from 375,000 to 900,000, total sales from 6 million to 7.2 million. Thus there's swing of more than one million between lowest & highest forecast of total TV sales, indicating some uncertainty about next year's market.

Comments by set manufacturers surveyed indicated that they expected another intensely competitive year. Among other observations:

Prices—Those who commented on pricing situation anticipated neither increases nor decreases. This may be partially due to fact that component (particularly picture-tube) pricing situation is still unsettled, and, anyway, it's not good idea to make public pronouncements about pricing.

Color—There were wide differences in estimates of size of color market next year, but everybody predicted increases. Two manufacturers said limiting factor would be availability of color picture tubes.

Product mix—There was substantial agreement that trend to portables would continue, that color sets would make inroads into console market, eating into 23-in. set sales volume. Four manufacturers forecast increases in market for 16-in. sets, but none specifically predicted market for sets smaller than 16-in. next year.

Part II of our set manufacturer survey—relating to prospects for radios & phonos next year—will be presented in a subsequent issue. Digests of some responses to TV survey will be found on p. 11.

TUBE MAKERS PREDICT KIMCODE SUCCESS: Guardedly, and with qualifications, all 7 OEM picture-tube manufacturers are now predicting that Kimcode—the picture tube requiring no implosion shield—could replace other types in new sets in next year or so.

It's really up to set manufacturers in final analysis, of course, and they haven't yet frozen designs for mid-1963, when tube might begin to appear in quantity. Some set makers, however, say they like idea and will use it if it's available in sufficient quantity. Kimble Glass Co. says bulbs & components will be readily available.

Tube & set manufacturers like it because it appears to cost less—perhaps $1.50 less—than bonded tube, and to be cheaper than non-bonded tube plus external implosion glass & mounting hardware. However, there were several qualifying phrases in their endorsement—principal one being that it must be 100% implosion-proof, and 99.99% won't do. Kimble says it hasn't been able to implode a Kimcode yet.

These are typical comments from recent survey of tube manufacturers, which included GE, Lansdale (Philco), National Video, RCA, Rauland (Zenith), Sylvania & Westinghouse (not in that order):

"We'll probably be in production by spring or earlier, gradually discontinuing laminated tubes."

"The industry will know the answer in 6 months or a little more. By then Kimcode will either take over the entire market or it'll be dead."

"In a year or so, 50-75% of all new tubes will use the Kimcode principle."

"We'll probably start with Kimcode in 19-in., then switch to 23-in., eliminating the bonded tube."

"Laminated tubes still offer most promise in immediate future. For the longer term, it depends on industry acceptance and economics. If any trend to Kimcode appears, we'll be ready."

"Costs and weight tend to favor the Kimcode process."

"It seems to be promising and it could bring profit back into the picture tube business."

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Kimcode has now received UL approval (National Video version) in 19-in. size. It's believed major demand for Kimcode-type picture tubes initially will be for 19-in. design. At present, 3 tube manufacturers are making Kimcode-type 23-in. tubes—National Video, GE & Sylvania. However, they all appear to be making them for same customer—Curtis Mathes, which is only set maker now using Kimcode tubes.

No major set maker wants to be first with Kimcode, but there's much interest in it. Curtis Mathes line of Kimcode-tube sets may be best-seller, if only because of sales to competing set manufacturers who want to have a look at it.

Competitors of Kimble Glass Co., developer of Kimcode, aren't sitting idly by. Big bulb-maker Corning Glass Works is sampling tube makers with its version of bulb for Kimcode process, in 16-, 19- & 23-in. sizes. (Corning's French affiliate, incidentally, has been making Solidex tube, similar in principle to Kimcode, for some time.) Pittsburgh Plate Glass was understood to be readying major price move on its new ⅛-in.-thick external Teleglas implosion shield material (Vol. 2:26 p10) in attempt to cut down or eliminate any price advantage of Kimcode process.

3M CARTRIDGE RECORDER DEBUTS AT $450: Minnesota Mining unwrapped its tape-cartridge changer system last week and put $450 list price on it for test-market run in St. Louis. Attractive & ingenious as it is, there's little doubt that price will have to come down substantially if new cartridge system is to become mass item.

System itself is ingenious and much changed from preview look given at 1960 IRE convention (Vol. 16:13 p18). Everything has been changed—including dimensions of cartridges. Portable 32-lb. stereo recorder-playback machine (with built-in amplifiers & speakers) will automatically play more than 15 hours of tapes—20 cartridges, 48 minutes each. Cartridges are stacked on machine, played, rewound and rejected into special bin.

Real breakthrough is 1 7/8-inch-per-second recording system, using newly developed tape coating with signal-to-noise ratio 6 db better than conventional tape, and claimed to have fidelity comparable to 7 1/2-ips tape. Tape is 1/7 in. wide, in cartridges 3 3/4-in. square & 1/2-in. thick. Automatic rewind takes about 60 sec. for 48 minutes of tape. At special preview showing in N.Y.'s Americana Hotel, CBS Labs Pres. Peter Goldmark was credited as inventor. As we observed system, cartridge tapes actually were—as claimed—easier to play than LP records on changer.

Columbia Records has made available initial library of 48 best-selling albums on the new wallet-sized cartridge tapes at breathtaking prices of $8.95 for pop & classical selections, $9.45 for Broadway shows. 3M will offer Scotch brand blank cartridge tapes at $4.75 for 45-min. stereo playing time, 90-min. mono. 3M has established plant for reproducing of pre-recorded tapes to its own cartridge specifications, will make facilities available to other interested recording companies.

3M-Revere set up what may be world's toughest market test in St. Louis, starting Nov. 23 and presumably running through year's end, after which results will be evaluated and nationwide marketing plan will be formulated. Outlets in St. Louis will be Famous-Barr dept. store (4 stores) & Aeolian music stores (3 stores).

Eyebrows shot up all over the place as 3M-Revere personnel went through their demonstrations & announcements. In first place, $450 price of machine puts it way up in audiophile range, while easy-to-play features of machine obviously aim it at mass market. Stratospheric prices of pre-recorded tapes also seem to negate mass-market appeal.

Selection of St. Louis market for test also gave indication that 3M-Revere marketers are making it tough for themselves. St. Louis has reputation as poor market for pre-recorded tape sales.

Revere officials stressed that new system isn't devised as substitute for either reel-to-reel tape or phono records—but is additional development designed to broaden tape & music market. In our view, it's more logical competitor to LP discs than to tapes, since its convenience features & fidelity seem to make it rival of best packaged-phono disc systems rather than audiophile tape equipment.

There's no doubt prices will come down rather sharply as marketing progresses. Under questionning, company officials conceded lower-priced versions could be made. They said they would welcome doing business with original equipment phono manufacturers (Zenith, Columbia, Phonographs & Grundig had agreements in 1960 to use 3M's earlier version of system, which was never produced).

Because of need for wide variety of program material (pre-recorded tapes), it's obvious 3M cartridge system must succeed as mass item if it's to succeed at all. This means prices of tapes must eventually be competitive with LPs—at least "plus-or-minus 20%" as was forecast 2½ years ago. It also means far cheaper versions of changer must become available. 3M-Revere's astute marketing staff knows this, and over next 12 months you can expect cost-cutting developments, perhaps in combination with a packaged phono manufacturer.

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Another ingenious 3M-Revere product, combining electronics & photography, was unveiled & placed in distribution last week. It's Revere's Sound Slide Projector. Automatic projector accommodates 35-mm slides which are slipped into special mounts treated on one side with oxide material used in recording tape. Moving magnetic pickup head in projector scans oxide in spiral pattern, plays up to 20 seconds of commentary with every slide through self-contained speaker.

Designed to appeal to home photography & audio-visual trade, projector is priced at $250. Commentary on slide mounts can be recorded while viewing slides, erased & re-recorded as many times as desired in manner similar to tape recording. Product will be offered principally through photography stores. Magnetic slide mounts are made by 3M (25¢ each).

TV-RADIO PRODUCTION: EIA statistics for week ended Nov. 2 (44th week of 1962):

	Oct. 27-Nov. 2	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	139,376	136,499	161,211	5,537,509	5,174,421
Total radio	455,235	415,348	456,499	16,098,788	14,252,741
auto radio	183,190	149,802	148,542	5,846,192	4,470,570

Seeking U.S. distribution for its stereo line, Philips Electronics Industries (Canada) is now having showings of packaged hi fi at Canadian consulate in N.Y. Philips spokesmen said plan is in exploratory stages, but they would consider either national or regional 2-step distribution, or private-label merchandising of their stereo. Philips brand name would not be used in U.S. (except for Dutch-made Philips record changers in the cabinets); company officials said it was possible that they would use Norelco name given to products distributed by North American Philips. Company has no plans to export TV to U.S.

BBC NTSC color-transmission experiments on 625-line uhf are now underway. Plan is to add regular 625-line service in April 1964.

U.S. space allocations proposals, in draft form, have been issued by FCC as "Third Notice of Inquiry," with parties' comments due Dec. 14, replies Jan. 9. Final proposals will be presented at international conference in Geneva next year. Document is FCC 62-1127, Mimeo 26081.

J. C. Penney's new TV line (Vol. 2:40 p10), sold under Penney label, now being advertised at $99 for 17-in. to $499 for 23-in. combo with FM stereo, including 90-day parts-&-labor warranty. Sets are made by Wells-Gardner.

GE has formed Industrial Electronics Div. to sell electronic products in England & Common Market countries. It will operate as part of subsidiary International GE of N.Y. Ltd. Charles de B. White is gen. mgr.

FORECAST—TV 1963: Here are views of TV set manufacturers on sales prospects for 1963. In most cases, responses are from our survey, but some manufacturers' previously reported predictions are also included. All estimates are distributor-to-dealer sales. Although 13 manufacturers responded to our survey, some responses are abridged or deleted at request of respondents:

Emerson Radio (Benjamin Abrams, pres.): Color sales, 800,000-900,000 units; total volume about 7 million sets. No price increases or decreases probable; steady demand for b&w sets, particularly portables, because of 2nd set & replacement market. Although Emerson will have 16-in. set, screens smaller than this have little broad appeal.

GE (Hershner Cross, Radio & TV Div. vp-gen. mgr.): "We feel that TV sales in 1963 will be somewhat less than in 1962. We expect some gains to be shown in color and in imports."

Magnavox: "Based on a normal economy, we anticipate a 5% increase in total black-&-white TV sales in 1963 (or approximately 6,615,000 sets compared with 6.3 million in 1962). At least 500,000 color sets should be sold in 1963 . . . Magnavox expects to continue increasing its business in 1963 at the same rate as this year. Our target is a minimum of 6% of the TV market in 1963."

Motorola: Color sales, 500,000-550,000; b&w, 6.1 million, including export. Change is predicted in tube-size mix in direction of 19-in. sets, which "have been gaining some ground at the expense of 23-in. sets, and we think this tendency will continue;" 27-in. set market will also continue weakening. "We predict a continuation of the present good times through the first quarter, followed by a tiny, tiny recession in the 2nd & 3rd quarters, then an upward movement in 4th quarter." As a whole, 1963 will be a good year, matching '62.

Olympic Radio & TV (Morris Sobin, pres.): Color, 550,000; b&w, 6.6 million. "In addition, there will be a modest quantity of Japanese imports in 4½-8-in. sizes; this category may increase in volume, should a realistic price develop next year . . . The 16-in. sets coming from Japan because of current pricing should make a sizeable impression on our market. (Our own 16-in. set will be imported.) In my opinion, 1963 will continue extremely competitive without the opportunity of price increases. Factories will have to become even more efficient to maintain their share of the market."

Packard Bell (Kenneth R. Johnson, Home Products Div. vp-gen. mgr.): "Due to the delayed start of 90-degree color tube production, color TV sales may go no higher than 700,000 units;" black-&-white, about 5.8 million. "Tube-size mix will only change slightly; 16-in. will increase some, but not enough to seriously affect 19-in. sales. Some of the 23-in. business, especially in higher-priced consoles, will again be lost to the substantial increase in color-TV sales. Due to the enthusiasm created by color TV & FM stereo, we believe that, in general, the consumer electronics outlook for 1963 is very good."

Philco: Color, 400,000; b&w, 6.3 million. No radical changes in present tube size patterns.

RCA Sales Corp. (Raymond W. Saxon, mktg. vp): Black-&-white, 5.8 million; makes no color sales estimate except to repeat "market could absorb between 750,000 & one million, depending on industry's ability to produce tubes & receivers." Predicts greater proportion of "19-in. size & under, due to continued shrinking of b&w console business as color continues to take over more & more of the console category."

Sylvania (George C. Connor, Home & Commercial Electronics vp): B&w, 5,650,000; no color prediction. Little change in tube size mix.

Wells-Gardner (Grant Gardner, pres.): Color, 600,000; b&w, 6.2 million. "Very little change, if any, in tube size mix, with the possible exception of the 16-in. making small inroads into the 19-in. size."

Westinghouse: Color, 450,000; b&w, 6.1 million. No significant changes in tube-size mix; perhaps "fewer 16-in. portables."

Zenith Sales Corp. (Leonard C. Truesdell, pres.): Color, 500,000-600,000; b&w, 6 million. "Changes in the tube size proportions will occur as a result of the shift in the marketing mix, putting greater emphasis on portables. This will obviously increase the percentage of the total taken by the 19-in. & smaller picture tube sizes."

Note: Not a TV set manufacturer, but an astute observer of TV set sales patterns, Corning Glass TV vp-gen. mgr. Allen W. Dawson forecasts distributor sales of 750,000 color sets plus 5.9 million b&w, for total of 6,650,000 sets in 1963.

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RCA has placed 2nd color TV tube production facility in operation, at Marion, Ind. plant, which also will continue to produce more than 100 different types of b&w tubes. New operation represents $1.7 million expansion in color tube facilities, RCA said, and follows $1.5 million expansion of Lancaster, Pa. plant earlier this year. Tube Div. vp-gen. mgr. D. Y. Smith said new Marion & Lancaster facilities will "significantly increase the flow of picture tubes available to color TV industry" and increased output "should start to reduce some shortages of color picture tubes." Marion plant is making both bonded & non-bonded color kinescopes, is operating around clock.

Lower-priced 16-in. portable is being introduced by GE —presumably to compete with Philco's low-end 16-in. set which is selling in some stores for $139.95. New 22-lb. set will carry suggested retail price of $149.95, as compared with $175 for first sets in this size. TV receiver mktg. mgr. Marshall Bartlett said sales of GE's 16-in. set are 15% higher than sales of 19-in. price leader, which is selling at $139.95-$159.95. Among colors available for new 16-in.: bright red.

Ultimate in hi-fi earphones is claimed by 2 Bell Telephone Labs acoustics scientists—Gerhard M. Sessler & James E. West. It's small, solid dialectric condenser earphone, differing from others in that it needs no high voltage, and therefore said to be cheaper and safer than previous condenser earphones.

Small electronic equipment makers are urged by Small Business Administration to exhibit at Industrial Instruments & Laboratory Apparatus Show at U.S. Trade Center in Tokyo next April. Applications for import licenses must be at Commerce Dept., Washington by Nov. 15.

Israeli electronics potential is examined in report by Stanford Research Institute of Cal., *A Study of the Potential for Development of an Electronics Industry in Israel.* Copies are available on loan from Office of International Investment, Commerce Dept., Washington 25.

SWEET SEPT. FOR TV, PHONO: September was smashing month for distributor sales of black-&-white TV sets and phonos, official EIA figures showed last week.

Distributor-to-dealer sales of monochrome TV totaled 731,100 sets for the month, 7% above Sept. 1961, itself a good TV sales month. This virtually assures that b&w sales for 1962 will total at least 6.25 million sets, as predicted in these pages 3 weeks ago (Vol. 2:43 p7). For 9 months, TV distributor sales were 9% above 1961, and initial reports for October indicate that month was at least as good as Oct. 1961.

Real surprise came in Sept. phono sales by distributors. Total of 596,013 was 52% better than the 391,386 registered in Sept. 1961, on top of 30% increase in Aug. (Vol. 2:43 p11), bringing 9-month phono sales 12% ahead of 1961's comparable period. Oct. gain was shared by stereo & mono units, stereo sales being 50% ahead of year-earlier period. Thus it appears total distributor phono sales for year will end up at 4.3 to 4.5 million, making it best or 2nd best year in history.

Radio distributor sales were down for 2nd month in row—and 2nd time this year when sales didn't top 1961. Dip was about 4½% below Oct. 1961, but 9-month sales are still 5% higher than same 1961 period. Nevertheless, distributor sales of home radios still seem to be headed for about 11.5 million for all of 1962, a 15-year record. Auto radio production again was up sharply and could be headed for record total of 6.8-7 million sets this year.

Here are 9-month TV-radio-phono distributor sales & production tables for 1962 & 1961, compiled by *Television Digest* from official EIA figures:

TV-RADIO DISTRIBUTOR SALES

Month	Black-&-White TV 1962	Black-&-White TV 1961	Radio (excl.-auto) 1962	Radio (excl.-auto) 1961
January	465,836	403,570	562,869	471,518
February	521,275	428,705	697,893	640,879
March	580,876	500,597	917,236	853,197
April	364,742	347,800	809,499	672,756
May	310,799	349,098	772,479	735,692
June	480,510	461,974	1,040,598	997,321
July	449,528	409,561	921,089	754,950
August	518,451	465,500	848,881	897,411
September	731,100	683,302	1,255,346	1,310,156
TOTAL	4,423,117	4,050,107	7,825,890	7,433,380

BLACK-&-WHITE TELEVISION PRODUCTION

Month	Total 1962	Total 1961	UHF 1962	UHF 1961
January	488,869	367,935	39,609	25,270
February	541,494	444,418	46,715	24,514
March	659,251	497,458	48,323	21,450
April	510,587	405,808	51,107	19,095
May	474,647	470,399	39,609	22,782
June	620,653	615,118	50,283	34,641
July	336,409	383,378	28,359	23,233
August	500,693	514,674	44,862	33,946
September	731,517	694,580	70,299	41,253
TOTAL	4,864,120	4,393,768	418,966	246,264

RADIO PRODUCTION

Month	Total 1962	Total 1961	Auto Radio 1962	Auto Radio 1961	FM 1962	FM 1961
January	1,350,630	1,090,073	530,589	387,136	76,510	50,421
February	1,464,797	1,115,029	480,232	307,973	84,216	41,357
March	1,810,417	1,384,052	607,510	384,227	81,010	75,044
April	1,472,654	1,124,924	519,296	375,570	63,193	51,260
May	1,444,074	1,196,949	504,846	408,875	62,292	49,705
June	1,721,873	1,626,263	629,004	518,010	92,287	88,808
July	1,134,250	1,030,399	403,946	320,128	68,037	48,114
August	1,253,753	1,385,101	427,747	451,374	98,609	69,090
September	2,196,371	2,048,698	887,104	591,493	165,433	110,174
TOTAL	13,848,819	12,001,488	4,990,274	3,744,786	791,587	583,973

PHONO DISTRIBUTOR SALES

Month	1962 Mono	1962 Stereo	1962 Total	1961 Mono	1961 Stereo	1961 Total
January	48,423	171,305	219,728	74,881	211,268	286,149
February	50,563	188,857	239,420	54,097	210,365	264,462
March	60,206	236,051	299,257	59,290	231,021	290,311
April	54,615	146,577	201,192	48,532	173,585	222,117
May	65,192	130,372	195,564	55,057	164,400	219,457
June	91,526	183,000	274,526	47,970	170,178	218,148
July	90,175	202,125	292,300	58,514	153,550	212,064
August	115,741	301,047	416,788	93,749	225,423	319,172
September	169,933	426,080	596,013	107,698	283,688	391,386
TOTAL	749,374	1,985,414	2,734,788	599,788	1,823,478	2,423,266

PHONO FACTORY SALES

Month	1962 Mono	1962 Stereo	1962 Total	1961 Mono	1961 Stereo	1961 Total
January	68,545	191,014	259,559	80,336	211,383	291,749
February	52,566	202,846	255,412	50,710	204,638	255,348
March	60,991	237,492	298,483	62,396	227,469	289,865
April	45,152	137,950	183,102	53,074	152,974	206,048
May	67,610	119,682	187,292	53,887	142,450	196,337
June	104,548	278,989	383,537	61,533	197,170	258,703
July	89,699	220,694	310,393	70,681	171,331	242,012
August	109,258	332,197	441,455	106,157	242,164	348,321
September	182,703	505,651	688,354	124,142	328,045	452,187
TOTAL	781,072	2,226,515	3,007,587	662,946	1,877,624	2,540,570

Silo's Color-TV Sale: Silo Discount Centers opened cut-rate color TV campaign last week (Vol. 2:43 p10) with attractive, full-page color newspaper ads proclaiming "RCA Victor color TV on sale at fantastic savings!" at its 5 Philadelphia stores & single outlets in Wilmington, Del. & Pennsauken, N.J.

"Response was very strong," we were told by Silo Pres. Sidney A. Cooper. "Sales are beyond our expectations. In fact, we're oversold in some categories." He said discount chain is trying to get additional merchandise. Sale sets were 1962 RCA color receivers purchased from distributor Raymond Rosen & Co. in what Silo described as "a special closeout" not subject to fair-trade restrictions.

Ad illustrated 5 RCA color models Silo-priced at heady savings over "original distributor suggested list." French Provincial console, for example, was advertised at $579 vs. ODSL of $975. Remote control color consolette was discounted to $499 from $975 ODSL. Early American console was Siloed at $509 vs. $975 ODSL. Lowboy was $539 vs. $850 ODSL. Danish console in walnut was $564 vs. $850 ODSL.

"Why are prices so low?" queried ad. "Because Silo placed the biggest single color TV order ever!" Ad noted that sets were sold with "Silo extras": 7 day money-back guaranteed "if our prices are not the lowest around;" free home delivery; no money down, "take up to 3 full years to pay." RCA factory service was offered for $24.95.

We visited a Silo store, found cut-price 1962 RCA color sets displayed side by side with distributor-fair-traded 1963 line. Salesman told us: "The only difference between the 1962 & 1963 models is that you'll pay at least $100 more for the 1963s."

We saw, for example, 1962 Abington lowboy model. Sticker identified it as RCA model 212-G88-M with $895 ODSL. Silo's price on ticket was coded, but salesman translated: "$525, and that includes the RCA service contract. If you don't want the service you can have the set for $500." Abington was displayed alongside similarly-styled 1963 Denham, priced at $640.

Trade Personals

Brig Gen. David Sarnoff, RCA chairman, reported in good condition & resting comfortably following Nov. 8 operation for removal of gall-bladder in Roosevelt Hospital, 9th Ave. & 59th St., N.Y.

William H. Hudson, ex-product engineering mgr., appointed mgr. of Corning Glass TV bulb sales dept.; **Stannard H. McKibben** promoted to mgr. of staff services, TV Products Div. . . . **Terrell Uleman** named dir., Pittsburgh Plate Glass commercial research & development dept., merchandising div., with TV glass among his responsibilities, as result of merger of 2 PPG departments; **Russell Whittemore**, whose responsibilities formerly included TV, promoted to dir., product development, automotive sales, glass div.

John F. Kauwling, former Elgin Instrument vp-gen. mgr., joins Packard-Bell Electronics as Home Products Div. mfg. dir., succeeding **Otto Riss**, resigned . . . **James A. Stark** appointed GE Audio Products Dept. engineering mgr., succeeding **Will M. Quinn**, resigned.

Herbert Trotter Jr. elected GT&E Labs chmn., succeeded as pres. by Sylvania vp **Lee L. Davenport.**

Maurice Galen, Peter W. Hofman & Stephen A. Walton appointed to new posts of RCA directors, financial operations & analysis; **J. Donald Pill** named to new post of dir., financial planning.

Mike Hazzard, head of RCA Victor Mexicana, resigns to become gen. mgr. of General Foods of Mexico.

David P. Wilkinson, ex-GE, named Electronic Associates corporate planning dir.

Lester H. Smith, formerly Sampson Co., appointed national sales vp of Ross Electronics, Chicago importer of transistor radios & tape recorders.

Erwin J. Arendt, ex-RCA, joins Sylvania as gen. sales mgr.-Chicago.

Lawrence J. Torn elected a Harman-Kardon vp . . . **John J. O'Malley** appointed Philco methods dept. mgr.

Distributor Notes: GE appoints **Schweber Electronics**, Mineola, N.Y., East Coast distributor for specialty resistor products • **Citroen Electronics**, Los Angeles producer of miniature tape recorders, names **Howard Bloom** metropolitan N.Y. regional mgr. • **Philco** has named its central Ohio distributor, **Bennett Distributing Co.** (James K. Bennett, pres.), Columbus, O., to cover also the 8-county Dayton market heretofore served by Philco Distributors Inc. of Cincinnati. Latter will continue to serve Cincinnati & counties in northern Ky., southern O. & eastern Ind.

Indiana General has signed licensing agreements in 8 foreign countries & is broadening its marketing program in Common Market area. Pres. Robert F. Smith said Indiana General also may add manufacturing facilities overseas next year. Company's strong 9-month performance (Vol. 2:45 p12) has assured record earnings for this year, he said.

New **Bureau of Standards** publication, *Efficient Use of the Radio Spectrum* (38 pp., $2), is available from Govt. Printing Office, Washington 25. Order NBS Technical Note 158.

Zenith's Record Pace: Peak sales & earnings were racked up by Zenith in 1962's first 9 months & September quarter (see financial table). Jan.-Sept. earnings rose 17% to $11.6 million on 21% sales gain to $227 million. Third-quarter profits increased to $4.6 million from $4.5 million as sales shot ahead $10 million to $81 million from $71 million.

"The record earnings were achieved despite the highly competitive pricing structure existing in the consumer electronics industry, which was further aggravated by cheap imported products," noted Chmn. Hugh Robertson & Pres. Joseph S. Wright. They said b&w TV unit sales at both factory and distributor levels "set new records" for the quarter and 9 months, "resulting in Zenith's attainment of the highest percentage of industry sales in history." Combined factory & distributor inventories of TV sets at end of Oct. were lowest since March, and as a ratio to sales, were down from a year earlier.

Zenith also reported that start of pilot production of color tubes at subsidiary Rauland Corp. is "scheduled for late this year." Re "Phonevision" test in Hartford, Robertson & Wright reported "subscriber reaction to the system has been generally excellent with the backlog of orders for individual home installations continuing to grow."

Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
Arvin Industries	Q	$0.25	Dec. 15	Nov. 20
Christ Craft Industries	Stk.	5%	Dec. 14	Nov. 23
Erie Resistor	—	.15	Dec. 15	Nov. 30
General Tire & Rubber	Q	.10	Nov. 30	Nov. 19
Screen Gems	New	.15	Dec. 11	Nov. 23
TV-Electronics Fund	Q	.05	Nov. 30	Nov. 1
TV-Electronics Fund	Ex.	.26	Nov. 30	Nov. 1

September factory sales of both TV picture & receiving tubes declined sharply in both units & dollars from September 1961. Unit sales of TV picture tubes dropped to 866,512 from 946,405, EIA reported, and dollar value slumped to $16,537,417 from $18,981,210. For year to date, unit sales trailed by more than 60,000—6,782,798 vs. 6,849,361 in 1961's first 9 months. Dollar value lagged by more than $6 million—$129,970,298 vs. $136,553,233 a year earlier. Receiving tube picture was no brighter. September unit sales trailed 31,640,000 to Sept.-1961's 37,611,000. Dollar value was down $5 million to $25,327,000 from $30,472,000. Cumulatively, Jan.-Sept. unit sales trailed 273,911,000 to 280,838,000 a year earlier. Dollar value dropped to $228,501,000 from $233,298,000 in Jan.-Sept. 1961. Here are EIA's figures:

	Picture Tubes		Receiving Tubes	
	Units	Dollars	Units	Dollars
January	802,061	15,625,304	29,592,000	24,789,000
February	733,670	13,944,313	27,977,000	23,841,000
March	817,830	15,580,149	34,884,000	29,748,000
April	758,539	14,253,425	31,016,000	25,888,000
May	703,255	13,676,659	30,341,000	25,802,000
June	740,788	14,252,844	29,649,000	24,587,000
July	565,022	11,064,357	24,122,000	19,612,000
August	795,121	15,035,830	34,646,000	29,222,000
September	866,512	16,537,417	31,640,000	25,327,000
Jan.-Sept. 1962	6,782,798	$129,970,298	273,911,000	$228,501,000
Jan.-Sept. 1961	6,849,361	136,553,233	280,838,000	233,298,000

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Andrea Radio	1962—9 mo. to Sept. 30	$ 3,851,920	——	$ 216,010	$0.85	254,136
	1961—9 mo. to Sept. 30	4,623,972	——	199,782	.79	251,036
General Dynamics	1962—9 mo. to Sept. 30	1,498,642,793	$ 35,312,890	33,992,194	3.40	9,997,064
	1961—9 mo. to Sept. 30	1,555,689,708	(83,576,496)	(56,915,183)	—	9,997,064
	1962—qtr. to Sept. 30	441,247,089	——	11,147,777	1.11	9,997,064
	1961—qtr. to Sept. 30	544,801,971	——	(1,240,804)	—	9,997,064
General Precision Equipment	1962—9 mo. to Sept. 30	163,000,000	6,595,000	3,000,000	1.63[1]	1,643,101
	1961—9 mo. to Sept. 30	171,196,090	7,879,241	3,610,741[2]	2.11[1]	1,496,795
	1962—qtr. to Sept. 30	55,000,000	2,405,579	1,105,579	.61[1]	1,643,101
	1961—qtr. to Sept. 30	52,292,533	2,438,837	1,122,037	.61[1]	1,496,795
Granco Products	1962—qtr. to Sept. 30	548,270	——	20,500	—	——
	1961—qtr. to Sept. 30	498,481	——	(38,490)	—	——
H & B American	1962—year to July 31	3,845,768	——	225,928[3]	—	2,582,192
	1961—year to July 31	1,928,773	——	(259,188)[4]	—	2,573,160
Hoffman Electronics	1962—9 mo. to Sept. 30	30,076,397	——	(243,003)	—	1,538,888
	1961—9 mo. to Sept. 30	44,462,097	——	358,623	.23	1,537,388
	1962—qtr. to Sept. 30	8,010,034	——	(175,446)	—	1,538,888
	1961—qtr. to Sept. 30	13,125,101	——	8,966	.01	1,537,388
Lear Siegler	1962—qtr. to Sept. 30	46,977,939	——	1,379,623	.35[1]	3,917,864
	1961[5]	——	——	——	—	——
Litton Industries	1962—year to July 31	393,807,709	30,849,499	16,315,952	3.36[1]	4,833,857
	1961—year to July 31	250,114,456	19,687,457	10,158,323	2.24[1]	4,368,273
Meredith Publishing	1962—qtr. to Sept. 30	18,790,157	——	854,921	.64	1,331,212
	1961—qtr. to Sept. 30	18,055,889	——	1,055,812	.80	1,323,866
Minnesota Mining & Mfg.	1962—9 mo. to Sept. 30	505,759,118	118,815,685	58,815,685	1.13	51,823,123
	1961—9 mo. to Sept. 30	452,298,927	104,796,604	53,496,604	1.03	51,722,837
	1962—qtr. to Sept. 30	171,246,746	39,065,425	20,065,425	.39	51,823,123
	1961—qtr. to Sept. 30	158,723,022	37,677,421	19,027,421	.37	51,722,837
Movielab	1962—9 mo. to Sept. 29	5,047,638	——	261,030	.78	334,466
	1961—9 mo. to Sept. 29	4,221,742	——	194,299	.58	334,466
	1962—qtr. to Sept. 29	1,703,230	——	90,214	.27	334,466
	1961—qtr. to Sept. 29	1,395,293	——	64,225	.19	334,466
Oak Mfg.	1962—9 mo. to Sept. 30	22,373,367	1,285,171	641,606	.93	687,074
	1961—9 mo. to Sept. 30	16,617,689	571,077	305,877	.46	655,794
	1962—qtr. to Sept. 30	6,603,411	22,153	21,038	.03	687,074
	1961—qtr. to Sept. 30	5,608,551	238,557	118,357	.18	655,794
Oxford Electric	1962—9 mo. to Sept. 30	6,970,312	——	71,661	.16	436,466
	1961—9 mo. to Sept. 30	6,253,245	——	59,007	.14	412,393
	1962—qtr. to Sept. 30	2,223,991	——	17,549	.04	436,466
	1961—qtr. to Sept. 30	2,451,646	——	50,716	.12	412,393
Pentron Electronics	1962—qtr. to Sept. 30	2,687,578	120,525	120,525	.05	2,532,644
	1961—qtr. to Sept. 30	2,606,729	93,360	79,460	.03	2,532,644
Howard W. Sams	1962—qtr. to Sept. 30	3,339,845	——	201,621	.37	536,081
	1961—qtr. to Sept. 30	3,296,352	——	241,389	.45	526,950
Standard Kollsman Industries	1962—9 mo. to Sept. 30	67,656,430	3,796,979	2,138,899	.98	2,179,904
	1961—9 mo. to Sept. 30	76,262,873	4,928,536	2,435,515	1.12	2,086,588
	1962—qtr. to Sept. 30	21,499,286	1,464,182	718,402	.33	2,179,904
	1961—qtr. to Sept. 30	24,517,166	1,611,165	819,548	.38	2,086,588
Webcor	1962—year to May 31	49,375,681	——	11,995	—	940,737
	1961[6]	——	——	——	—	——
Zenith	1962—9 mo. to Sept. 30	227,005,532[7]	——	11,590,672[7]	1.28	9,033,177
(Story on p. 13)	1961—9 mo. to Sept. 30	187,784,403	——	9,926,723	1.10	8,989,197
	1962—qtr. to Sept. 30	81,008,762[7]	——	4,608,063[7]	.51	9,033,177
	1961—qtr. to Sept. 30	71,085,730	——	4,533,479	.50	8,989,197

Notes: [1] After preferred dividends. [2] Before gain of $578,299 (36¢ a share) on sale of properties. [3] Includes $159,714 tax credit. [4] Includes $217,733 charge-off on barbecue equipment manufacturing. [5] Unavailable because of merger of Lear & Siegler. [6] Unavailable because of change in fiscal year. [7] Record.

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WEEKLY **Television Digest**

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The authoritative service for executives in all branches of the television arts & industries

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TvB's N.Y. MEETING features praise for color TV, proposal to revise dues schedule, warning to remove "wall of indifference" between industry & public (p. 5).

Consumer Electronics

GOOD TV BUSINESS continued in Oct., preliminary figures show, indicating full-year distributor sales of 6.25 million. Radio sales dropped slightly last month; TV-radio production being reduced (p. 7).

HOTEL-TV SALES hit record pace this year, but prices dropped in heavy competition. Entire market captured by 19-in. size. British Rediffusion master-slave set plan offered on U.S. market (p. 7).

INDUSTRY STAGNATION attacked by editor Osbahr at EIA technical meeting; 'alarming' lack of innovation cited. Other EIA highlights (p. 9).

RECORD ELECTRICAL VOLUME: Buoyed by rising sales of electronic equipment & home appliances, electrical manufacturing industry anticipates record $25 billion sales this year (p. 11).

EMERSON SELLS EMERTRON: Military electronics subsidiary formed in 1960 sold to Litton Industries for undisclosed amount of Litton securities (p. 11).

AFTERMATH OF ABC's NIXON-HISS SHOW: News media in this country, including broadcasting, are having rough time lately. Compared with other institutions, however, they're in best position to make their grievances known, emphatically.

First, it was Administration's bottling & managing news of Cuban crisis. Then it was Nixon tearing into newspapers and singing hosannahs to TV-radio.

Now it's the Hiss appearance on ABC-TV's Howard K. Smith documentary on Nixon Nov. 11. It all lends weight to NAB Pres. Collins' appeal last week for formation of all-media "watchdog committee" dedicated to freedom of information.

Here are salient excerpts of Hiss' comments: "My impression of [Nixon] as an investigator was that he was less interested in developing the facts objectively than in seeking ways of making a preconceived plan appear plausible . . . I can't but feel that political motivation played a very real part."

Regardless of opinions of ABC's judgment in including Hiss comments on Nixon, broadcasters generally deplored efforts to punish ABC for it—by sponsors Schick and Kemper Insurance. Schick tried to can-

cel $1 million buy in *Combat & Stoney Burke*, Kemper $500,000 in *ABC Evening Report*—but ABC held them to their contracts.

Two telecasters refused to carry show initially—Taft, on its WKRC-TV Cincinnati & WTVN-TV Columbus; Triangle, on its WFIL-TV Philadelphia & WNHC-TV New Haven. Both stated that Hiss comments were against public interest and in bad taste. Taft later ran show, saying it was doing so to let public see what dispute was about. Triangle also cut mention of the controversy from ABC-TV's 11 p.m. news on WFIL-TV. It made point of fact that it substituted public affairs-type programs for Nixon show—Telstar documentary on WFIL-TV, prepared with U. of Pa. help, "The Opinionated Man" on WNHC-TV, series featuring 2 Yale faculty members.

FCC's action in affair was customary forwarding of pro-&-con complaints to ABC, Taft & Triangle for comments, and responses to date are as expected—justification of actions on "public interest" basis. Interviewed in New Orleans, FCC Chmn. Minow expressed Commission's position — that Congress "wisely" forbids Commission censorship of such programs, that "our only interest is to see that controversial issues are handled fairly," noting that ABC "has offered to give Mr. Nixon time to reply." Commission is determined that it not give vestige of impression of pressure in such cases. Ramifications of action & reaction were numerous during week. Among them:

(1) ABC news chief James Hagerty, ex-Eisenhower news secy., backed Smith to hilt, said show was balanced & fair.

(2) Eisenhower called Hagerty before telecast to express "astonishment" that Hiss comments were to be included, said he did not seek to forestall telecast.

(3) CBS news head Richard Salant said he was "deeply distressed" by efforts to suppress show and by post-telecast moves of advertisers to punish ABC. NBC had no comment.

(4) Howard K. Smith defended program, said he considered it "balanced;" if it wasn't, he said, it "leaned in favor of Mr. Nixon."

(5) Pres. Murray Lincoln of Smith's sponsor Nationwide Insurance Co., said that while "many of us personally did not see eye-to-eye with Mr. Smith in the selection of program participants . . . still we respected his right to make the final choice."

(6) NAB Pres. Collins said he stands "foursquare behind the broadcaster" and considers sponsors' cancellation efforts "censorship of a very evil kind."

One Washington attorney said he'd given dispute lots of thought, and: "I think the FCC missed its big chance. It has been yelling about licensee responsibility, licensee judgment, more controversy, more editorials. Now, it ought to commend ABC, Taft & Triangle for exercising such judgments. Instead, it sends its old form letters asking for comment on complaints."

OMAHA NEXT LOCAL-HEARING POSSIBILITY: Omaha—that's the city FCC has eyes on for possible Chicago-type local hearing (Vol. 2:25 p1). Staff has been examining markets, considered Omaha, Baltimore & Buffalo prime candidates, settled on recommending Omaha. FCC hasn't weighed staff's proposal yet.

Staff advances 3 criteria for choosing markets—(1) At least medium size. (2) Three vhfs with good financial resources. (3) Both local & multiple ownership.

Of the 3 markets, staff said, Omaha seems to have least local live programming. It suggested hearing start there around Jan. 14, run about 5 days—handled as Chicago was, inviting local groups to present views.

Chicago stations seem to have increased local live material since hearings, staff notes. It reports: WNBQ working on 3 local live documentaries; WBBM-TV preempting "Gunsmoke" for local documentary "I See Chicago," CBS scheduling local-talent "Repertoire Workshop" on all o-&-o's, WBBM-TV hiring of local Negro newsman; WBKB shifting "Marty Faye" from midnight to 10:15 p.m., expanding "Here's Geraldine," building live shows for women & pre-school children, signing Nelson Algren to write documentary on Chicago; WGN-TV moving "Herb Lyon" from Fri. midnight to 9 p.m. Mon.

Staff notes that KETV Omaha is being sold (Vol. 2:45 p5), says this shouldn't affect the hearing.

FTC COOKING SETTLEMENT ON RATINGS: Consent agreement on TV ratings has been negotiated by Federal Trade Commission staff and the 3 top firms—American Research Bureau, A. C. Nielsen, Pulse. Assuming FTC itself approves final agreement, this would be its answer to problem dumped in its lap some 2 years ago by Sen. Magnuson's (D-Wash.) Commerce Committee. Committee had done some investigating itself, turned its findings over to FTC, saying "do something with this."

FTC says nothing at all yet about settlement, which of course isn't official or public yet. But the word going about is that terms are innocuity itself—namely, requiring rating firms to publicize fact that their results are somewhat less than 100% accurate, spell out limitations. Industry reaction to that: (1) FTC was under pressure to produce something. (2) Everyone who needs to know is aware of rating limitations. (3) Impact on industry will be negligible.

Some observers can't believe FTC will produce anything so vapid, think agency will strive for something more meaningful—though this will be hard to devise.

Group to watch is Rep. Harris' (D-Ark.) Regulatory Agencies Subcommittee, which has long been seeking skulduggery in ratings. It's expected to finish investigating in next couple months, hold hearings thereafter. Hearings are likely to disclose some horrible examples of misused ratings by broadcast competitors, probably also some faked ratings by some obscure & phony rating "services"—but backbone of industry's rating business will emerge clean. Speaking of phony outfits, we've heard that one has radio station personnel collect data on its own & competing stations' listeners—the "service" then "processing" the data.

TRANSOCEANIC TV BY CABLE 'WITHIN GRASP': AT&T's Telstar notwithstanding, day may come when TV signals are carried from continent to continent by AT&T's undersea cable. This was indicated last week by Western Electric Pres. H. I. Romnes in dinner address to EIA's Radio Fall Meeting in Toronto.

Thanks to semiconductor research breakthroughs, he said, "serious consideration" can now be given to installing transistorized amplifiers at very close intervals in coaxial cables to vastly increase their bandwidth-carrying capabilities. Cables could be buried underground or laid underseas, requiring virtually no maintenance or repair.

Transistors so reliable they'll work for 100,000 years can now be visualized on basis of recent research, Romnes told electronics engineers in Toronto. Among other benefits, he said, such semiconductor-amplified cables could make possible greatly increased number of channels for networking TV programs, more & cheaper intercity educational TV, closed-circuit TV, video telephone, etc.

Romnes placed no time limits on translating these potentials into practice. However, he said, they are now "within our grasp." (For other reports of EIA Radio Fall Meeting, see p. 9.)

FCC's HOPEFUL UHF RECEPTION ANALYSIS: At first blush, uhf shows up quite well in FCC's analysis of home reception in N.Y., conducted with its WUHF (now WNYC-TV), Ch. 31. Comparing vhf & uhf within 25 miles of transmitter, using indoor antennas, Commission found that if vhf produced at least a "passable" picture, uhf also did except in 10% of locations. When outdoor antennas are used, there's almost no difference. That's nub of presentation by engineer Jules Deitz at EIA Radio Fall Meeting in Toronto last week.

Industry engineers hadn't time to digest report, so expert reaction was sparse last week. Yet to come is FCC's findings from mobile & portable measurements beyond 25 miles, plus AMST's home-installation findings for similar distances. Some qualms have been expressed about kind of antenna needed for indoor reception. Of 900 locations tested, uhf produced "excellent" or "fine" reception in 716, through use of twin-bow antenna—but similar quality was obtained with rabbit ears or vhf indoor antennas in only 45 locations. Point raised: for good reception, viewer apparently has to buy new antenna. Will he?

Balance of Deitz's summary expresses other major findings: "Slightly more time is needed to select the final positioning of uhf antennas; otherwise, except for receiver cost, there is little difference in cost between a vhf & uhf installation. The simplest of antennas are usually satisfactory for the reception of either U or V. Good reception was obtained at most locations using a single antenna for both U & V. Color recep-

tion is favored neither by U or V. Ghosting differences between U & V are small enough to be disregarded. Householders' ratings are subject to question. Better shielding against IF pickup and some accommodation for coaxial transmission lines will assist the installer in providing better reception at difficult locations."

Noise of sets on Ch. 31 was 10 db; on vhf, 7 db. In poor locations, Deitz said, they used amplifiers with 5.5 db noise, 25 db gain, and—"there was some improvement but not enough to justify the expenditure of $450 per amplifier." Interesting subjective angle: installation crews downgraded householders higher grades for pictures, upgraded householders lower grades. (Copies of full 29-page report including tables, *Report on Receiver Installations, New York City Uhf-TV Project*, available from Commission.)

Brand-new nationwide vhf allocation plan is about to be submitted to FCC by Bureau of Standards' Robert Kirby. It's said to double number of channel assignments through short spacings, use of vertical polarization, DA's, etc. It will be presented first to luncheon meeting of AFCCE in Washington Dec. 6.

TV'S CRYSTAL BALL: TV highlight of 4-A Eastern Annual Conference came Nov. 13 in special panel session when 5 veteran TV executives looked into TV's oft-clouded crystal ball.

With Ted Bates bcst. operations vp Richard A. R. Pinkham presiding, panelists represented the kind of diverse TV industry views which make for free-wheeling opinion flow. Speaking for network viewpoint was Michael Dann, CBS-TV vp for network programming, with ex-actor Sheldon Leonard, exec. producer of *The Danny Thomas Show* and other film comedies, airing views of successful TV producer. Admen Sylvester L. (Pat) Weaver, pres. of M-E Productions, and Lee M. Rich, TV-radio programming vp at Benton & Bowles, completed panel lineup.

Key topic was "magazine concept TV," whose influence has been felt in TV since mid-1950's when Weaver, then pres. of NBC, launched such shows as *Today & Tonight*. Discussion lines were drawn thus:

None of panelists, including Pinkham, advocated British version of magazine-concept TV, in which sponsor identification is deliberately outlawed and commercials fall in rotating clusters.

All panelists felt answer lay somewhere between "maximum dispersion, minimum identity" formula for advertisers, in which networks build their own programming and sell it in participation chunks, and the "minimum dispersion, maximum identity" formula followed by a few big advertisers like P&G and General Foods, who buy fully-sponsored half-hour shows.

Benton & Bowles' Rich, not unexpectedly, leaned in the direction of TV programming with strong sponsor identification, citing General Foods' successes. M-E's Weaver and CBS's Dann tended to favor network-built program blocks which could offer advantage of network impact to small advertisers. Dann added, however, that such participation shows had "no effect on the quality of TV," and that networks thus "naturally assumed greater responsibility."

TV's upward cost spiral also came in for exploration. Producer Leonard painted bleak future for the independent TV producer because growing demands for "a piece of the action" from stars, directors, writers et al. were making it steadily "less attractive" for independents to produce new TV shows in face of rising costs. Dann pointed out that number of new TV pilots, which had been running 150-200 per season in recent years, dropped to only 50 shows this year, due in part to costs ($250,000 or so for a 60-min. film pilot).

On another 4-A front, adman Marion Harper Jr., pres. & chmn. of Interpublic Inc. and chmn. of 4-A, warned ad industry that rising "noise level" of advertising—i.e., sheer multiplicity of chest-thumping messages of all types—posed serious problem for all. Harper said he didn't know if "advertising's decibel level" has reached limit of public endurance but added that "we are kidding ourselves if we think that the age of *laissez-faire* is over for everything but advertising."

Suspicions of many an experienced broadcast executive may well have been confirmed in another 4-A panel. which asked group of agency art & copy experts to explain how they got their best creative ideas. Robert Gage, vp & chief art dir. for award-winning Doyle Dane Bernbach agency, admitted in statement which pretty well wrapped up opinions of others: "I seem to procrastinate until it is a rush, because that is the time when the juices begin to flow and I can think better."

———■———

Major TV-oriented talent agency has been formed in a merger of two existing talent reps, one relatively new and one a long-established name. Marriage is between Ashley-Steiner, aggressive postwar agency which snapped up a number of MCA clients (Danny Kaye, et al.) in recent dissolution of MCA's talent arm, and Famous Artists, venerable Hollywood agency whose roster has bristled with big-name movie stars, directors & writers. New agency will be called Ashley-Steiner, Inc.-Famous Artists Corp. At least 8 existing TV network shows will now be under ASFA banner, including *Dr. Kildare* and the new weekly *Danny Kaye Show*. ASFA now outranks General Artists Corp. in terms of current TV importance, rivals William Morris Agency for top TV talent-rep honors. Charles K. Feldman of Famous Artists will be chmn. of new agency, with Ted Ashley as pres., Ira Steiner as exec. vp.

Libel suit against NBC for $500,000 has been filed by New Hampshire for David Brinkley's Oct. 1 "The Great Highway Robbery" (Vol. 2:45 p4). State Attorney General William Maynard charged that show, which claimed wide-spread corruption in highway programs in N.H. and other states, was designed to hold N.H. up "to public scorn and ridicule." NBC had no comment.

TvB's N.Y. Meeting: Praise for color TV, a proposal to revise TvB dues schedule, a warning to remove "the wall of indifference that separates industry from the public," were among highlights of TV Bureau of Advertising's annual meeting in N. Y. last week.

The glowing words about color were spoken by Corning Glass Pres. Armory Houghton Jr. at Nov. 15 luncheon. Terming color TV "perhaps the most promising advertising medium this communication-mature country of ours has ever seen," Houghton said that the only reason Corning did not use color in its recent CBS-TV Lincoln Center telecast was due to "physical limits at the Center."

Revision of TvB's dues was proposed by outgoing chmn. A. Louis Read, WDSU-TV New Orleans. To make TV competitive for ad dollars and increase service to members, Read asked for "more realistic basis" for determining station dues than quarter-hour rate. Suggestion: Base it on announcement rates since they provide more practical figure. (New TvB chairman is Gordon Gray, WKTV Utica.)

TvB's newest industry presentation introduced by Pres. Norman E. (Pete) Cash makes this key point: TV can help a manufacturer "through helping the sales of its customers' customers or telling the beliefs of industry." Profits of the top 500 industrial corporations increased only 1% between 1956 and 1961, Cash noted, while among those few investing "more than half their total ad dollars in TV, net profits increased 50%."

TvB awards for "best station-market presentation" went to KDKA-TV Pittsburgh, KOLN-TV Lincoln, Neb., KNXT Los Angeles and WTVJ Miami.

Pres. Paul S. Willis of Grocery Mfrs. of America took communications industry to task for lending itself to "fault-finding and harassing [of] industry." Asked Willis: "Professional consumer agitators may make news, but shouldn't someone as responsible for forming public opinion as is TV want to report the whole story?"

———■———

Series of "depth probes" of govt. has been scheduled by Westinghouse-owned WBZ-TV & WBZ Boston, featuring name-studded list of dignitaries. Ambitious project is in form of "town hall meetings" to discuss, in prime time, questions of "morality & corruption" in govt., and "to stir up public force that is so essential to overcome inertia of govt." Guest list is headed by such names as U.S. Atty. Gen. Robert F. Kennedy, NAB Pres. LeRoy Collins, poet Archibald MacLeish. Titled *Focal Point*, TV-radio series will be launched Nov. 25 and will continue through Dec. 1963 on non-commercial basis. Endorsement of project came last week from Mass. Senators Saltonstall & Kennedy. Said WBC Pres. Donald H. McGannon: ". . . a step toward helping the public motivate themselves to becoming a member of a political party, joining organizations and doing the things that make a community vibrant."

Five color film cameras and one live color camera were shipped by RCA Bcst. & Communications Products Div. during Sept. & Oct. WLEX-TV Lexington, Ky., received one live & one film camera. Other film cameras went to WNYS-TV Syracuse, WDSM-TV Duluth-Superior, WAVE-TV Louisville & KOA-TV Denver.

Swedish Adv. Assn., conducting survey to determine which products command largest ad appropriations, found TV sets in lead, followed closely by bras & girdles, with autos at bottom of list.

NCTA pressed even harder last week in its attack on FCC and Broadcast Bureau Chief Kenneth Cox, for Commission's decision in Carter Mountain CATV microwave case (Vol. 2:42 p5, 46 p5). FCC Gen. Counsel Max Paglin & Asst. Gen. Counsel Daniel Ohlbaum had urged Court of Appeals to strike NCTA's brief because of "scandalous" attack on Cox. Responding to this, NCTA counsel Robert L'Heureux submitted 20-page brief, much of it in line of following excerpt: "If the FCC understands the true allegation of scandal, it must have assumed that the Court's inquiry into the conditions prevailing within the FCC which caused this otherwise inexplicable, arbitrary and capricious action on the part of the Commission, could reveal something of a scandalous nature. If so, that is the Commission's assumption, it's own subjective reaction, not NCTA's."

Intention to enter pay-TV field has been announced by 2 new groups. Golden West Bcstrs. (Gene Autry), operators of 4 radio stations, appointed Norman Boggs, ex-radio KGIL San Fernando, Cal. pres., to explore possibilities for planned pay-TV system, as yet unnamed. Dwight Harkins, former radio KTYL Mesa, Ariz. owner, asked FCC to allocate Ch. 20 to Phoenix, said he'd apply for station for pay-TV if assignment is made. Harkins said he planned to use his own system. Teleglobe-Denver Corp., which will hold 3-year pay-TV test over KTVR Denver (Vol. 2:41 p2), has been renamed Macfadden Teleglobe-Denver Corp. GE has signed contract to design special controls for use with Home Entertainment Co.'s pay-TV system, scheduled to begin operation in Santa Monica in early 1964.

"Bootlegged" telecasts of National Football League games are drawing large audiences in areas where games are blacked out for attendance reasons, Nov. 19 *Newsweek* reports. Motel owners and restaurateurs in blacked-out areas (75-mile radius) on fringe of league cities are installing powerful boosters, doing booming business. NFL Comr. Pete Rozelle, apparently undisturbed, termed it "tremendous endorsement of NFL football," asked: "What other telecast would make people drive 100 miles?"

Secondary boycott against KXTV Sacramento by NABET & AFTRA was declared illegal last week by 9th Circuit Court of Appeals. Court unanimously reversed earlier decision by NLRB, ruled that secondary boycott section of National Labor Relations Act doesn't permit boycotts of type applied against station. Parent Corinthian Bcstg. hailed decision, said it would levy suits for damages against unions immediately.

FCC can protect public in communications satellite field, Chmn. Minow told convention of National Assn. of Railroad & Utilities Commissioners. He said a "sobering thought" which many in regulated industries don't realize "is that effective, vigorous and fair regulation of public utilities is what stands between them and government ownership & operation of monopolistic enterprises."

KERO-TV Bakersfield has been given FCC authorization to switch from Ch. 10 to Ch. 23 by July 1, 1963, and to operate on both channels until Sept. 1, 1963. Shift is part of Commission's program of deintermixture-to-uhf for the area.

First uhf channel assignments to Puerto Rico—Ch. 16, Mayaguez; Ch. 22 & 28, Ponce; Ch. 19, San Juan—have been authorized by FCC. Commission also proposed to reserve for ETV Ch. 4 Dickinson, N.D., in addition to ETV Ch. 17.

Personals

Oliver Treyz, Warner Bros. vp & world-wide sales mgr. and first TvB pres., receives Bureau award for "outstanding service to the TV industry." Former TvB chairmen receiving similar honors last week: **Richard A. Moore**, Times-Mirror Bcstg.; **Clair R. McCollough**, WGAL-TV Lancaster; W. D. Rogers, Texas Telecasting; **Roger W. Clipp**, Triangle stations; **Otto Brandt**, King Bcstg.; **Glenn Marshall Jr.**, WJXT Jacksonville; **A. Louis Read**, WDSU-TV New Orleans.

Louis J. Kramp, AP general executive, named asst. gen. mgr., AP broadcast relations & services . . . **James P. Clarendon II**, ex-*Life en Espanol*, Mexico City advertising mgr., promoted to Time-Life Broadcast Inc. Latin American operations mgr.

Fred Nettere promoted to ABC-TV Spot Sales eastern sales mgr. . . . **Roger H. Sheldon** promoted to Adam Young St. Louis mgr. . . . **Stanley Jaffe** promoted to Seven Arts asst. publicity mgr.

Paul Stone, veteran directory editor, rejoins Television Digest Inc. as editorial director of *Television Factbook*.

James J. Crane promoted to radio WLW Cincinnati vp & gen. mgr., a new post; **P. Scott McLean** moves up to parent Crosley Bcstg. eastern TV sales vp, N.Y. . . . **Rudy Bergman** promoted to CBS-TV Press Information news & public affairs mgr.

FCC Chmn. **Minow** awarded YMCA of Greater N.Y. special citation for "important contributions to education of nation's youth, through significant support & encouragement of ETV."

Alexander P. Hunter, ex-KING-TV-AM-FM Seattle asst. to vp, named KREM-TV-AM-FM Spokane station mgr. . . . **Arnold Katinsky**, radio WIP Philadelphia promotion dir., advanced to station promotion & services mgr., Metro Broadcast Sales div. of parent Metropolitan Bcstg.

Laurence E. Richardson promoted to vp, Post-Newsweek Stations, Washington . . . **B. J. Le Maitre**, ex-CFTO-TV Toronto national sales mgr., named to similar post with CTV TV Network.

John P. Cole Jr. becomes partner in Washington law firm of Smith & Pepper , . . **Jack E. Rhodes**, ex-Independent TV Corp. central div. mgr., appointed Warner Bros. TV northeastern sales representative.

Tom Eaton, WTIC-TV-AM-FM Hartford, news vp, elected Conn. Council on Freedom of Information chmn. . . . **Barclay Powers** promoted to WLBW-TV Miami publicity dir., succeeding **Patricia Alter**, on leave.

William A. Exline, ex-KIRO-TV Seattle station mgr., named Storer TV Sales San Francisco mgr., succeeding **Gayle Grubb**, who transfers to another position with Storer, on west coast . . . **Gary Ferlisi**, former asst. gen. mgr., KSBW-TV Salinas & KSBY-TV San Luis Obispo, Cal., appointed TV Stations Inc. station relations mgr., N.Y.

Edward J. Roth, onetime NBC foreign mgr. and founding mgr. of Notre Dame's WNDU-TV, who is currently director-general of TV Eireann in Dublin, becomes deputy director of Associated Television, London; he succeeds **Lew Grade**, now managing dir., in succession to **Val Parnell**, resigned, who continues his *Sunday Night at the Palladium* shows on ATV.

Don E. Fuller promoted to WSJV Elkhart-South Bend commercial mgr. . . . **William N. Ellison**, ex-CJSS-TV Cornwall, Ont. program dir., named to similar post with WBJA-TV Binghamton.

Hugh Harper, ex-Philco, appointed KYW-TV Cleveland PR dir. . . . **Richard J. Braun** promoted to KBTV & radio KBTR Denver promotion mgr.

Roy Shapiro, ex-ABC Research Dept. senior analyst, appointed Westinghouse Bcstg. asst. research dir. . . . **Rex L. Campbell**, ex-radio KSL Salt Lake City program mgr., named U. of Utah asst. dir. of radio & TV services.

Report on mergers & "superconcentration" among nation's largest companies has been released by Rep. Patman's (D-Tex.) Small Business Committee. Study was prepared by staff, contains brief history of merger movements in 20th Century, lists acquisitions by top 500 largest industrial and top 50 merchandising firms. *Mergers and Superconcentration: Acquisitions of 500 Largest Industrial and 50 Largest Merchandising Firms* is available for 65¢ from Govt. Printing Office, Washington 25.

Grant of Ch. 12 Wilmington to educational WHYY Inc., proposed by FCC examiner (Vol. 2:40 p5), won't be appealed by loser Rollins Bcstg. Rollins Pres. O. Wayne Rollins said he considers examiner's decision "erroneous," but believes it's in best interest "to avoid further and lengthy litigation" keeping station from air for years.

Fine of $5,000 against radio KELP El Paso, Tex. (Vol. 2:31 p4), was reduced to $1,000 by FCC. Station was charged with running paid spots for teen-age dances, without identifying sponsor. Reducing forfeiture, Commission noted station had given assurances violation wouldn't be repeated, but said "violations clearly resulted from failure to exercise proper licensee responsibility."

Support for NAB campaign against Canon 35 has come from Colo. Supreme Court Chief Justice Edward C. Day. He told NAB Fall Conference meeting in Denver that broadcasters should attempt to modify, rather than abolish, rule against TV-radio in courtrooms. Final decision on courtroom coverage should be left to discretion of presiding judge, he said.

AFTRA strike against KYW-TV & KYW, Westinghouse TV-radio outlets in Cleveland, was called Nov. 16 after union declined to arbitrate dispute over questions of pay raises, dismissal causes, and per-performance talent payments. Strike involves 31 AFTRA members, mostly announcers and newswriters. Supervisory employes took over operating chores without interruption of schedules.

Recorded kine telecourses from National Instructional TV Library available for use are described in NITL publication, *Instructional Television Materials: A Guide to Films, Kinescopes, and Videotapes Available for Televised Use*, available free from NITL, 10 Columbus Circle, N.Y. 19. Guide lists sampler kits on programs which may be obtained for 5 days for $5 plus postage.

Kaiser has its first big uhf CPs, FCC granting Ch. 44 San Francisco, Ch. 52 Corona, Cal. (Los Angeles). Still pending are its applications for Ch. 38 Chicago, Ch. 50 Detroit, Ch. 41 Burlington, N.J. (Philadelphia).

Remaining 50% of KCTV San Angelo, Tex. has been purchased for $226,000 by half-owners Edward H. and Houston H. Harte.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

GOOD TV BUSINESS CONTINUED IN OCTOBER: Prospect of distributor sales of at least 6.25 million black-&-white sets this year was enhanced by preliminary unofficial estimates of Oct. sales. They showed traditional drop-off from Sept. (Vol. 2:46 p12), but gain of more than 2% over Oct. 1961. Many manufacturers have been privately saying they expect 4th-quarter sales to about match 1961's levels.

Distributor-to-dealer sales of TV came to about 598,000 during Oct., up from 584,000 for same 1961 month. Sales for year to date passed 5-million mark—or about 5,021,000 vs. 4,634,000 in first 10 months of 1961. Sales for 1962 so far are at seasonally adjusted annual rate of about 6.44 million sets. Thus, if Nov.-Dec. sales approximate those of last year's, 6.25-million level is assured.

Radio sales were lower than 1961 for 3rd month in row, totaling about 1,062,000 at distributor level in Oct., compared with 1,105,000 in Oct. 1961. With 8,888,000 radios sold so far this year (vs. 8,539,000 during first 10 months of 1961), home radios still seem certain to hit 15-year record of 11.5-11.9 million in 1962.

Although inventories have been substantially higher than 1961 all year, we see no signs of alarm or liquidation. As of Nov. 1, combined manufacturer-distributor inventories of TV sets were estimated to be about 14% above year-ago levels, with radio inventories up some 20%. There were signs of effort to cut back inventories last month, when for first time this year production of TVs & radios was held below comparable 1961 levels. In each case, Oct. production was about 8% less than Oct. 1961 figure.

These TV figures apply to black-&-white only, of course; no color figures are compiled. However, RCA announced last week that its Oct. color sales were about 80% ahead of same month last year "when the current color boom started." RCA's combined sales of color & b&w, incidentally, reached new high in Oct. & first 10 months of this year, the company said, pushing its total home instrument sales to all-time high for 10 months. RCA Sales Corp. marketing vp Raymond W. Saxon listed these 10-month results: 35% increase in total home instrument sales, more than 10% increase in b&w, 35% increase in radio sales, 75% increase in stereo, nearly 400% increase in tape recorders.

Canadian consumer electronics industry has been sounding optimistic notes recently, too, indicating at least partial recovery from poor year in 1961. EIA of Canada last week announced that TV distributor sales to dealers were up 22% in first 9 months of 1962, with Sept. sales 52,578, or 10% above Sept. 1961's 47,818. Radio sales were up 3% in Sept., and 7% for 9 months. Higher-priced radio-phono combos there showed 9% gain for Sept. and 19% gain for 9 months.

HOTEL-TV SALES UP, PRICES DOWN: This has been banner year for hotel-motel TV industry, but heavy competition has forced prices down to point where some suppliers are complaining that profit has all but disappeared.

There was plenty of TV in evidence last week at National Hotel Exposition in N.Y., on display by TV manufacturers & leasing firms. One notable casualty since last year's show (Vol. 1:9 p6) was Admiral, which no longer provides direct-to-customer hotel-motel service. Leading direct-from-manufacturer firms are Philco (through Tele-Sound Dept.), RCA (through RCA Service Co.) and Westinghouse (through new Commercial-Institutional Products Div.). Top independent hotel-motel suppliers, offering variety of makes, are Wells TV, Electronics Leasing Corp. (Tel-Hotel Div.) and American Communications Corp.

Other TV makers displaying sets at show were Magnavox (which deals through various hotel sup-

pliers), Motorola (through distributor Frank Rogers Inc.), Zenith (through local distributors), GE (through local distributors & specialist lessors).

Most hotel TV suppliers agreed this has been best year to date, and this year's show the best selling-show so far. They attribute this to the vast hotel-motel building boom and heavy remodeling of existing inns, plus beginning of first wave of replacement of worn-out guest TVs. One manufacturer estimates his business is 70% new construction, 30% replacement. Most hotel-motel TVs are supplied on lease basis, for 5- or 6-year period, with deal including master antenna, installation & service. One supplier said that average installation price has now dropped to about 15.5¢ per set per day from last year's 16¢.

Hotel-motel TV is still uncharted business; nobody even knows size of hotel industry for sure. According to one estimate there are now close to 4 million hotel & motel rooms—but others say this is too high. One guess is that nation's inns buy & lease around 250,000 TVs annually.

Here are this year's trends in hotel-motel TV-radio equipment: Only important size currently is 19-in.; a few luxury suites use 23-in., but number is insignificant. Philco is pushing 16-in. for small & economy rooms —but it stands alone. Price saving is only about $10. GE, for example, says big advantage of 16-in. is portability, "and that's exactly what we don't want in a guest room." Others point out that hotel rooms are getting larger, not smaller, and 19-in. is good, practical size.

Inclusion of radio and/or background music in TV sets has become important trend this year. Many sets have provision for use of "modulators"—Jerrold's Audio-Trol or Blonder-Tongue's Audio-Master—to put radio & other sound sources on unused TV channels. Others have complete radios built in—including Motorola model with AM radio, Canadian-made RCA 19-in. consolette with AM, and new addition to Westinghouse Host line containing FM radio. Westinghouse, incidentally, has eliminated fine-tuning knob completely from its newest Host set, with new Standard tuner, and claims this will add to serviceability of hotel sets.

There's difference of opinion about remote controls. Most suppliers offer wired remote units, designed to be built into night tables. Philco is exception, offering wireless remote—also built in. Some saw definite pick-up in hotel interest in remote controls, while others described this item as "nearly dead." Wired remote, incidentally, adds more than $30 to cost of set—plus installation labor.

There's more demand for color this year—but it's still largely confined to hotel lobbies, bars & other public rooms. RCA said color sales have increased more than black-&-white—"and this has been our best year for b&w." Zenith reported large number of inquiries about color.

Along with increased interest in audio, first hotel stereo unit was shown by RCA. Small (15-in. wide) unit has side speakers which project sound outward to give illusion of wider channel separation, can be wired into hotel's sound distribution system, with tape, stereo discs or stereo FM as source.

Only real TV innovation at exposition was shown by Electronics Leasing, although it's been in use overseas for long time. It was British Rediffusion Ltd. TV distribution system. TV sets for guest rooms are 9-tube slave units without front-end circuitry, while all critical tuner circuits are in master unit in hotel control room. Slave sets are connected to master by wire (not cable), 2 slim conductors per channel. Electronics Leasing spokesman said this system would cost about 2¢ per set per day more than conventional equipment for initial lease period, but should go down sharply thereafter because of savings in servicing, low replacement costs of slave receivers. He saw this system as only way to get color into hotel rooms. When Rediffusion's color system is ready, spokesman said, it will be virtually foolproof, since almost all critical circuits are in master TV tuning circuit in hotel control room.

First Japanese-made sets are being offered to hotel trade by Wells TV, basing appeal on economy. Wells spokesman said Delmonico 19-in. sets could be installed in 100-unit motel for as little as 12.7¢ per day (including service) as opposed to 14.8¢ for low-cost U.S. portable.

TV-RADIO PRODUCTION: EIA statistics for week ended Nov. 9 (45th week of 1962):

	Nov. 3-9	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	131,250	136,499	152,058	5,704,759	5,324,669
Total radio	486,678	455,235	458,324	16,585,466	14,708,481
auto radio	180,091	183,190	146,800	6,026,283	4,618,075

INDUSTRY STAGNATION ATTACKED: "It has been more than 2 decades since the electronics field has offered the public anything substantially new. . . . The percentage of the nation's total engineering capability going into the design & development of consumer equipment is diminishing at an alarming rate."

So said veteran editor Bernard F. Osbahr of Chilton's *Electronic Industries* in talk to EIA's Radio Fall Meeting last week in Toronto. Osbahr was honored by EIA with award of Radio Fall Meeting Plaque for distinguished contribution to electronics industry.

Osbahr pointed out that consuming public will increase by 25% in next 12 years—but consumer electronics industry is continuing to concentrate on refinements of existing products. Competition from abroad, he said, may well reduce consumer electronics to mere "price" market. Big engineering problem facing industry is how to convert some of the vast govt.-financed research projects into brand new consumer products. He suggested that EIA develop program to offer "substantial financial award" to engineers developing new products, and undertake itself to disseminate new product proposals to member companies. What kind of new products? Osbahr outlined:

"It is necessary first to get out of the habit of thinking in terms only of radios, TVs, phonographs, tape recorders. The door has to be opened to include all senses of the human being. When he is tired he wants to be re-invigorated, when he is cold he wants to be made warm, when he is hot he wants to be cooled, when nervous he wants to be soothed, when he is in pain he wants to be anesthetized. He also wants to be entertained and informed. . . ."

* * * *

Highlights of other Radio Fall Meeting sessions: Panel discussion on microelectronics in consumer products generally saw component engineers arguing in favor of integrated circuits, set manufacturing engineers urging caution. Component engineers agreed that costs would have to come down substantially before micro-circuits could be applied to home instruments, and consensus was that they were 7-15 years away. Receiver engineers said reliability of present equipment was good, that further miniaturization isn't necessary and that any innovations will have to be accompanied by lower costs.

Multi-function compactron tubes are proving more reliable, as well as more economical, than the conventional tubes they replace, according to joint paper by GE TV receiver & receiving tube engineers. Among results reported: In terms of warranty replacements, the 6 compactrons in GE TV chassis show a 2-to-1 improvement over the 9 conventional tubes & 2 diodes they replaced in predecessor chassis. Production line rejects have been reduced by one-third.

TV cost reduction due to improved receiving tubes was subject of several papers. Two Westinghouse tube div. engineers, describing frame-grid tube developments, reported: "In the near future, new improved tuners using the frame-grid mixer & improved video amplifier circuitry [and with 2 frame-grid IF stages] could result in a set gain equivalent to the 3-IF set." Canadian GE's new 6GK7 IF tube, not a frame grid, was described as also making possible the elimination of one IF stage without loss of performance.

Mergers & acquisitions: Republic Corp. & America Corp. have dropped their planned merger (Vol. 17:34 p15) which had been held up some 14 months by Justice Department's antitrust action and delay by California Corporations Commission in granting Republic permission to issue stock in exchange for America stock • National Union Electric has acquired for cash 73% of common stock of Burr Electronics, Cos Cob, Conn. scientific research organization • Fairchild Camera & Instrument has acquired for stock Winston Research Corp., West Los Angeles manufacturer of magnetic tapes recorders, video transmitting & receiving equipment and electro-optical display equipment. • Raytheon has acquired for cash virtually all assets & business of Paramount Pictures' subsidiary Autometric Corp., N.Y. maker of missile & space equipment. Not included in sale are Paramount's tri-color Lawrence tube and its interest in Conductron Corp., Ann Arbor, Mich. & Tinsley Labs, Berkeley, Cal. • Astrex has acquired Federal Electronics Corp., Washington, D. C. distributor of electron tubes for self-service TV & radio tube testers in retail stores. Federal also operates some 1,200 tube testers in stores in South. Astrex produces tube testers, distributes electronic components, other products.

New plants & expansions: Magnavox will build "highly automated" TV factory in Tennessee next year. Pres. Frank Freimann said plant will account for bulk of Magnavox's $5-million capital spending program for 1963. Automated production will boost output, cut costs, he said. • Texas Instruments begins construction this month of $1.5 million, 60,000-sq.-ft. factory near Nice, France, to supplant leased facility for production of transistors & other semiconductor products. Plant is slated for completion by 1963's end, will be more than double size of leased facility • McMartin Industries, renamed from Continental Mfg. earlier this year, has moved to new modern plant in Omaha, Neb. that increases its plant capacity of some 14,000 sq. ft. McMartin is major producer of audio amplifiers • Collins Radio will consolidate Service Div. and some assembly operations & warehouse functions in leased 140,000-sq. ft. Dallas building. Move will shift operations from other facilities, increase their space by 50,000 sq. ft.

Plant closings have been announced by GE & Raytheon. GE will close Anniston, Ala. receiving tube plant over 6-month period starting early next year, consolidate tube production at plants in Owensboro, Ky. & Tell City, Ind. "Sharply rising imports of foreign-made tubes & expanded substitution of transistors for tubes have made it essential to consolidate tube manufacturing," explained Electronic Components Div. vp-gen. mgr. L. Berkley Davis. Anniston plant employs some 600. Raytheon will close Lowell, Mass. semiconductor plant by year's end, blamed overcapacity in semiconductor industry; it employs 410.

Nationwide chain of automated kitchenless restaurants with self-service microwave ovens that heat food in 6-90 seconds is planned by Feature Foods Inc., which features singer Pat Boone as major stockholder. First Pat Boone Dine-O-Mat is slated for opening in 90 days, in Little Ferry, N.J., with 95 to follow within 18 months.

Magnavox line is being sold by 10 Singer Sewing Machine stores in metropolitan N.Y. and 6 in Philadelphia area. Magnavox said other Singer stores may be franchised on "selective basis" in markets where Magnavox is not getting its share of sales.

Trade Personals

Robert W. Galvin, Motorola pres., appointed 1962-63 chmn. of EIA Legislative Policy Committee; Robert T. Borth, GE's Washington rep, appointed chmn., Congressional Information Subcommittee.

William H. Eutzy named exec. asst. to Westinghouse TV-Radio Div. mgr. **O. H. Yoxsimer**, a new post, succeeded as operations mgr. by **John H. Fooks**; **David Sillman** succeeds latter as engineering mgr. All are headquartered at Metuchen, N.J.

Brig. Gen. **David Sarnoff**, RCA chmn., continues to make good progress in recuperating from gall bladder operation at Roosevelt Hospital, N. Y. . . . **Delbert L. Mills**, vp-gen. mgr. of RCA Victor Home Instruments Div., was released last week from St. Mary's Hospital, Rochester, Minn., after back operation.

Dr. **C. Gordon Little** promoted to chief, Bureau of Standards Central Radio Propagation Lab.

E. R. **Perry**, National Vulcanized Fibre pres., reelected National Electrical Mfrs. Assn. pres. Others elected: vp, **G. L. Wilcox**, Westinghouse vp & deputy to exec. vp; treas., **E. F. Mulligan**, pres. of Jones Metal Products' Abolite Lighting Div.

Donald C. Power, GT&E chairman & chief executive officer, was presented special plaque for his company's "leadership in expressing commitment to the principles of the UN" by Adlai Stevenson on behalf of UN We Believe, a private organization.

David Rubinger, 30-year veteran of TV-radio merchandising, resigns as pres. of Olympic Radio & TV's Olympic Appliance Inc., sales branch for metropolitan N.Y., to open radio & TV sales consulting office at 500 Fifth Ave., N.Y. He will serve Olympic as consultant.

John Ryan resigns as Magnavox Consumer Products Div. sales vp.

Julius Koppelman named RCA Tube Div. controller, succeeding **Maurice Kalen**, appointed RCA financial operations & analysis dir. (Vol. 2:46 p13).

Harvey Williams, former assistant for international operations to Philco Pres. **Charles E. Beck**, joins Business Council for International Understanding as vice chmn., a new post.

H. **Kenneth Ishler**, formerly engineering dir. of Philco's Lansdale Div., joins Sprague Electric as Transistor Div. gen. mgr., headquartering at Concord, N.H., succeeding **Robert L. Parrish**, appointed gen. mgr. for all solid tantalum capacitor operations.

Richard A. Wilson appointed General Dynamics Electronics vp & gen. mgr.

Harold A. Ketchum, former Federal Pacific Electric financial vp, elected International Latex vp & continues as asst. to pres. . . . **K. Robert Hahn** named a Lear Siegler corporate vp.

William R. Dixon appointed Sylvania electronic components group ad mgr., succeeding **Don J. Hughes**, resigned.

Norman Dasher appointed operations superintendent & administrative asst. to production vp of Snyder Mfg., Phila. manufacturer of TV & radio antennas, hi-fi tables . . . **N. A. Horner** named Western Electric information mgr., succeeding **C. L. Strong**, resigned.

Broader application of electronics in medicine was urged by recuperating RCA Chmn. David Sarnoff (Vol. 2:46 p13) in speech read by son Robert Sarnoff at Albert Lasker Medical Research Awards Luncheon. Noting that several hundred heart patients today have heartbeats maintained by electronic devices implanted in their bodies, Gen. Sarnoff declared: "It is within probability that there will be complete electronic substitutes for worn-out organs. Missing legs, otherwise useless human organs or hands also may find effective replacement through electrically controlled prosthetic devices operated by the body muscles."

Uniform measurement of loudspeaker quality continues to occupy attention of speaker industry. Attended by more than 100 industry representatives, last week's EIA loudspeaker conference in Chicago heard Richard E. Leibich, Clevite Corp., recommend specifications for standard quality ratings of tonal range, tonal balance, sound dispersion, tonal clarity and tonal quality. Another rating system, proposed by GE's Adelore F. Petrie, would state size, rating impedance, type, efficiency and test voltage.

New sets: Emerson announces 4 new 23-in. consoles, originally intended for Jan. line but released now because of "high demand for certain console models." All in hardwood cabinets, one upright model is priced at $199.95, another upright & 2 lowboys unpriced. Zenith introduces new version of its Trans-Oceanic transistor portable with 9 bands covering FM as well as broadcast, long & short wave, at $275.

"Expense account living as a way of life" will become extinct when tougher tax deduction regulations become effective Jan. 1, Internal Revenue Commissioner Mortimer Caplan declared last week. Law passed last summer requires itemized reports on all entertainment expenses exceeding $10, will enable IRS to "eliminate most of the widespread abuses which have developed through too-casual use of the expense account," he said.

"Basic threat of the private label is the simple fact that it has been winning consumer acceptance," Joseph E. Seagram & Sons Pres. Edgar M. Bronfman told annual meeting of Assn. of National Advertisers. He called on ad industry to fight this "menace to our economy's well being," warned that "the brand-name concept is under steady fire."

Heavy-duty TV & FM antennas for master systems have been introduced by Taco, at $62.50 each. Antennas are identified as "J" series. They're available for FM & all vhf channels, furnish minimum 10.5 db gain in high band, approximately 8 db in low.

Trademark infringement suit filed by Raytheon against Haas Electronic Products, San Francisco, has resulted in consent judgment under which Haas will cease marking products with "Raytron" name.

Distributor Notes: V-M Corp. appoints **World Radio Labs**, Council Bluffs, Ia., distributor for Nebraska & western Iowa, replacing **Allied Distributing** • **Viscount Electronics** names **A. H. Bruning Co.** sales rep for Viscount radios in Illinois & Wisconsin • **Snyder Mfg.** appoints **Mountain Electronics** (headed by Charles Meyer), Charleston, W.Va., rep for Radio & Automotive Divs. in West Virginia, excluding Wheeling; **Richard Becker** appointed midwest regional sales mgr. for all Snyder products.

General Precision Equipment's 1962 profits won't match last year's results," noted Nov. 14 *Financial World* profile, but "company's strategic role in major missile-space programs points to recovery later on." GPE sales "are fast approaching a quarter billion dollars a year" compared with average of "less than $10 million yearly in the 1936-1940 period," magazine pointed out, adding: "A new management team that took over in 1959 represented an admirable combination of financial expertise in the person of Chmn. James W. Murray & engineering know-how, personified by Pres. Donald W. Smith . . . While earnings forecasting is hazardous for a company whose business is 78% military & only 22% civilian, it does seem possible that GPE could show measurable improvement in 1963."

Emerson sells Emertron: Emerson Radio & Phonograph has sold subsidiary Emertron Inc. to Litton Industries for undisclosed amount of Litton securities. Sale is subject to approval of Emertron stockholders & California Corporations Commission. Emertron was formed in March 1960 (Vol. 16:16 p17), in Silver Spring, Md., to consolidate & operate Emerson's military electronics business. It will be incorporated in Litton's Systems Group, as part of Radcom Div. at College Park, Md. Emertron's annual sales are estimated at $15 million. Emerson Pres. Benjamin Abrams termed Litton's offer "attractive," and said "we believe our plans for expanding our consumer product business will more than compensate for the loss of govt. business."

Hoffman Electronics, which closed 1962's first 9 months with $243,003 loss (Vol. 2:46 p14), expects profitable 4th quarter. Vp-treas. Carroll E. Underwood said company would have 1962 deficit of no more than $120,000, may possibly break even for year. In 1961, profit totaled $647,100. Sales this year will drop to about $40 million from $57.2 million in 1961. Underwood forecast profitable 1963, with sales climbing to $58 million. Hoffman's heaviest losses this year came from Semiconductor Div. "We had built the division up to handle more business than we got," he said.

Fairchild Camera & Instrument Chmn. John Carter plans to sell 38,000 of his Fairchild shares because, he said, he is "heavily in debt." After the sale, he will own 42,176 or about 1.7% of Fairchild's outstanding common shares. He also holds options for 10,574 shares.

Axe Science & Electronics Corp. mutual fund reports net assets of $19,351,868 on Sept. 30, 1962—down from $22,480,862 a year earlier. Net assets per share declined to $10.31 from $12.09.

MGM's TV production & distribution produced $7,556,000 in pre-tax profits in 1962 fiscal year ended Aug. 31 (see financial table). TV operations also accounted for $21 million of total $134 million gross revenue.

Walt Disney Productions will report record earnings for its 1962 fiscal year ended Sept. 30. Pres. Roy O. Disney said unaudited profit rose some 10% from fiscal-1961's $4,465,486, or $2.75 a share.

Motorola's record 9-month & September-quarter sales were garbled by linotype error in our Vol. 2:45 p12 compilation. For corrected figures, see financial table p. 12.

National Union Electric has increased quarterly dividend on common stock to 48¢ from 45¢. Increased rate will be paid Dec. 27 to holders of record Nov. 27.

Record Electrical Volume: Buoyed by rising sales of electronic equipment & home appliances, electrical manufacturing industry expects to hit record sales of $25 billion this year—up more than 6% over 1961's peak $23.5 billion. Joseph F. Miller, National Electrical Mfrs. Assn. managing dir., told annual meeting 1963 sales probably will be "slow" during first half, but should gather speed in final 6 months and equal 1962 volume.

"Constantly expanding" line of electronic & communications products should increase 1962 sales 8% to $7.9 billion from 1961's $7.3 billion in this category, Miller said. He predicted gain to $8.1 billion in 1963. Household appliance sales are expected to total $6.4 billion this year —7% ahead of 1961's $6 billion. "We expect 1962's figure will again be reached in 1963," he said.

■

Delmonico International reported October sales of $2,053,000—up 68% over Oct.-1961's $1,223,000. October volume pushed year-to-date sales to $11,060,000—58% ahead of $6,929,000 posted in 1961's first 10 months. Exec. vp Herbert Kabat said total 1962 sales will climb to about $15 million—up from 1961's $10 million.

Screen Gems has declared its first quarterly dividend —15¢—and directors said they intend to continue similar payments in subsequent quarters. Initial dividend is payable Dec. 11 to holders of record Nov. 23.

Entron sales in **Oct.** were highest of any month in firm's history, 48% above Oct. 1961. Company attributed increase to expanded field sales efforts & growing use of "Fastee" & "Adaband" CATV equipment.

United Artists has placed with small group of institutional investors $10 million of 5¾% subordinated notes due 1977. Proceeds will be used for liquidation of short-term debt and expansion.

Symphonic's shipments for first 10 months of 1962 were 35% ahead of last year's comparable period, Pres. Max J. Zimmer reports.

Visual Electronics Corp. has been appointed exclusive distributor of ITA Electronics broadcast equipment line.

Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
AB-PT	Q	$0.25	Dec. 15	Nov. 23
AB-PT	Stk.	2%	Dec. 27	Nov. 23
CBS Inc.	Q	.35	Dec. 7	Nov. 23
CBS Inc.	Stk.	3%	Dec. 17	Nov. 23
Walt Disney Productions	Q	.10	Jan. 19	Dec. 21
Walt Disney Productions	Stk.	3%	Jan. 19	Dec. 21
Famous Players Canada	Q	.25	Dec. 7	Nov. 21
GPE	Q	.30	Dec. 15	Nov. 30
Hazeltine	Q	.20	Dec. 17	Dec. 3
MGM	Q	.50	Jan. 15	Dec. 21
Minnesota Mining	Q	.20	Dec. 12	Nov. 23
National Union Electric	Q	.48	Dec. 27	Nov. 27
Pathe Equipment—A	Q	.05	Dec. 4	Nov. 15
Standard Radio Ltd.	Q	.05	Jan. 10	Dec. 20
Storer Bcstg.	Q	.45	Dec. 10	Nov. 23
Storer Bcstg.—B	Q	.12½	Dec. 10	Nov. 23

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Allied Artists	1962—qtr. to Sept. 30	$ 7,986,000	——	$ 163,000	$0.17[9]	931,608
	1961—qtr. to Sept. 30	2,365,000	——	(730,000)	—	911,278
Chris-Craft Industries (formerly NAFI Corp.)	1962—9 mo. to Sept. 30	51,857,501	$ 2,616,309	1,481,309[2]	1.13[1]	1,311,116
	1961—9 mo. to Sept. 30	50,172,290	3,176,705	1,926,705[3]	1.47[1]	1,215,755
	1962—qtr. to Sept. 30	13,347,054	(24,843)[4]	45,157[2]	.04[1]	1,311,116
	1961—qtr. to Sept. 30	12,255,457	41,648[5]	291,648[3]	.22[1]	1,215,755
CBS Inc.	1962—9 mo. to Sept. 30	358,010,607[9]	——	18,507,219[9]	2.08	8,889,932
	1961—9 mo. to Sept. 30	339,018,246	——	12,653,513	1.43	8,896,813
	1962—qtr. to Sept. 30	111,354,411	——	4,353,911	.49	8,889,932
	1961—qtr. to Sept. 30	98,250,501	——	3,244,181	.37	8,896,813
Columbia Pictures	1962—year to June 30	134,579,670	5,057,935	2,241,482[7]	1.33[6]	1,534,433
	1961—year to June 30	124,349,529	85,375	(1,405,223)[8]	—	1,452,008
Decca Records	1962—9 mo. to Sept. 30	——	——	4,359,091	2.85	1,527,401
	1961—9 mo. to Sept. 30	——	——	1,875,007	1.46	1,285,701
Federal Pacific Electric	1962—qtr. to Sept. 30	23,843,606	729,438	320,438	.05[6]	2,420,991
	1961—qtr. to Sept. 30	24,081,874	1,752,281	1,042,281	.33[6]	2,371,127
Internatianal Resistance	1962—42 wks. to Oct. 21	23,853,000[9]	——	2,100,000[9]	1.46	1,433,338
	1961—42 wks. to Oct. 21	18,200,000	——	1,522,000	1.06	1,338,298
	1962—17 wks. to Oct. 21	9,567,000[9]	——	935,000[9]	.65	1,433,338
	1961—17 wks. to Oct. 21	7,254,000	——	593,000	.41	1,338,298
ITT	1962—9 mo. to Sept. 30	770,193,374[9]	——	27,972,419[9]	1.67	16,430,597
	1961—9 mo. to Sept. 30	652,963,929	——	25,132,379	1.52	16,222,253
	1962—qtr. to Sept. 30	253,175,080[9]	——	9,047,432[9]	.54	16,430,597
	1961—qtr. to Sept. 30	221,387,204	——	8,049,190	.49	16,222,253
MGM	1962—year to Aug. 31	136,999,002	5,289,269	2,589,269	1.01	2,569,229
	1961—year to Aug. 31	140,539,527	26,576,516	12,676,516	5.02	2,526,029
Motarola[13]	1962—9 mo. to Sept. 30	244,700,845[9]	19,396,488	9,098,080[14]	2.26	4,026,872
	1961—9 mo. to Sept. 30	207,703,769	13,910,156	6,416,892	1.59	4,028,652
	1962—qtr. to Sept. 30	85,051,498[9]	7,272,937	3,412,104	.85	4,026,972
	1961—qtr. to Sept. 30	78,981,545	7,483,495	3,354,363	.83	4,028,652
MCA	1962—9 mo. to Sept. 30[11]	——	——	9,197,000[12]	1.87[12]	4,519,603
	1961—9 mo. to. Sept. 30	——	——	5,353,466	1.31	3,995,735
National Unian Electric	1962—9 mo. to Sept. 30	28,317,939	——	857,621	.15	5,747,479
	1961—9 mo. to Sept. 30	25,815,094	——	481,307	.08	5,749,479
	1962—qtr. to Sept. 30	9,942,359	——	311,820	.05	5,747,479
	1961—qtr. to Sept. 30	9,301,645	——	250,245	.04	5,749,479
A. C. Nielsen	1962—year to Aug. 31	——	——	2,971,423	1.74	1,710,000
	1961—year to Aug. 31	——	——	2,442,359	1.43	1,710,000
Sangamo Electric	1962—9 mo. to Sept. 30	36,165,000	(1,166,000)	(447,000)[10]	—	1,637,593
	1961—9 mo. to Sept. 30	35,571,000	2,202,000	1,171,000	.72	1,635,600
	1962—qtr. to Sept. 30	11,786,000	——	47,000	.03	1,637,593
	1961—qtr. to Sept. 30	10,935,000	——	360,000	.22	1,637,593
Thampson-Starrett (Delmonico Internotionol)	1962—9 mo. to Sept. 30	18,231,678	——	499,007	.16[6]	2,820,145
	1961—9 mo. to Sept. 30	15,518,465	——	209,121	.06[6]	2,731,529
Varian Associates	1962—year to Sept. 30	70,825,823	——	4,197,750	1.07	3,929,384
	1961—year to Sept. 30	57,987,817	——	2,748,757	.71	3,890,745

Notes: [1] Based on shares outstanding Sept. 30, 1962. [2] Includes $120,000 profit from sale of NAFI Telecasting's operating assets. [3] Includes capital gain of $401,079. [4] Before $70,000 tax credit. [5] Before $250,000 tax credit. [6] After preferred dividends. [7] Before $413,405 profit on sale of studio property. [8] Before $1,616,979 profit on sale of studio property. [9] Record. [10] After $1,030,000 write-off of non-recurring charges. [11] Includes on "pooling of interests" basis MCA's interest in Decca Records' consolidated earnings. [12] Before non-recurring income of $2,097,000 (46¢ a share). [13] Corrected. [14] Before capital gain of $1 million (25¢ a share) from sale of Motorola Finance Corp. (Vol. 2:25 p 10).

Reports & comments available: CBS, review, Fahnestock & Co., 65 Broadway, N.Y. 6 • Westinghouse, comments, Oppenheimer, Newborg & Neu, 120 Broadway, N.Y. 5 • Avco, report A. C. Allyn & Co., 44 Wall St., N.Y. 5 • General Precision Equipment & Westinghouse, comments, Schweickart & Co., 29 Broadway, N.Y. 5 • RCA, Carl M. Loeb, Rhoades & Co., 42 Wall St., N.Y. 5 • GE, discussion, McDonnell & Co., 120 Broadway, N.Y. 5 • Electronic Associates, review, H. Hentz & Co., 72 Wall St., N.Y. 5 • Avco, analysis, Paine, Webber, Jackson & Curtis, 25 Broad St., N.Y. 4. • Seeburg, memo, Richard J. Buck & Co., 39 Broadway, N.Y. 6.

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WEEKLY **Television Digest**

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The authoritative service for executives in all branches of the television arts & industries

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NIXON SHOW COOLING-OFF PERIOD finds ABC backed by Kennedy, Minow, media generally, on speech-freedom basis (p. 2).

TV COMMERCIAL MAKERS WIN BIG ONE OVER FTC, as U.S. Court of Appeals sets aside Rapid Shave 'sandpaper' ruling. Court concedes TV's technical limitations deserve special considerations, also calls FTC action too broad (p. 3).

CHURNING ON UHF FRONT includes MST critique of FCC N.Y. uhf receiver study, finalization of FCC all-channel-set rules, Washington clinic for dealers, distributors, servicemen (p. 3).

OMAHA HEARING VOTED, LEE CODE PLAN REJECTED, as FCC punches out major actions—including: reaffirmation of clear-channel decision; requiring stations to open applications for local public inspection (p. 4).

Consumer Electronics

FINANCIAL ANALYSIS of TV tuner manufacturers shows their stocks near low despite anticipated demand for uhf tuners (p. 7).

RADIO-PHONO '63: Industry leaders predict about 5% increase in phono sales next year, little change in radio sales. Consensus: Phonos, 4.5 million; radios, 11.5. FM stereo impact seen in both products (pp. 8 & 9).

SET MAKERS NERVOUS about Kimcode, putting off decision until 'someone else' makes move; new sets designed to accommodate alternate picture tube designs (p. 8).

SET-MAKER MONITORING of FM stereocasts, definition of high fidelity to highlight EIA winter meeting this week (p. 10).

PRICES OF IMPORTS continued to decline this year, according to Japanese figures, which show 9-month average TV export price was $55.31 this year vs. $79.42 last year (p. 10).

UHF SALES & PROMOTION project launched in N.Y. by EIA with WNYC-TV; manufacturers seek to get all-channel sets on dealers' floors (p. 11).

ADMIRAL EARNINGS SINK: 3rd-quarter loss of $309,842 cuts 9-month profit to $548,216 from $1.4 million in Jan.-Sept. 1961; sales rise to $146.6 million from $135.9 million (p. 11).

SCREEN GEMS' GEM YEAR: Record earnings, backlog, program residuals & overseas distribution posted in 1962 fiscal year (p. 11).

COLLINS SPARKS UPROAR ON TOBACCO & YOUTH: NAB Pres. LeRoy Collins last week certainly practiced what he preaches to broadcasters—"take stands on controversies"—when he lambasted TV-radio commercials on tobacco "aimed at young people."

With his very emphatic speech on that score at Portland, Ore. Fall Conference, Collins may well have fired up strongest industry opposition he has experienced to date, touching as he has directly on a large fraction of TV-radio income—involving some of largest sponsors, largest agencies, highest-rated programs. Excerpts from his speech:

"It is my personal view that our Codes should be much more than sets of legalistic standards & delineations of good taste & estimated public tolerance. I think the Codes should serve as a broadcast conscience as well . . . For example, if we are honest with ourselves, we cannot ignore the mounting evidence that tobacco provides a serious hazard to health. Can we either in good conscience ignore the fact that progressively more & more of our high school age (and lower) children are now becoming habitual cigaret smokers? . . . We also know that this condition is being made continually worse under the promotional impact of advertising designed primarily to influence young people.

"Certainly the moral responsibility rests first on the tobacco manufacturer. Certainly it also rests on the advertising agencies. Certainly it also rests on the outstanding sports figures who permit their hero status to be prostituted." He concluded that broadcasters should "make corrective moves" on their own if others involved "have persistently failed to subordinate their profit motives to the higher purpose of the general good health of our young people."

Speech received very little publicity, very little public reaction last week. This week will be different, as trade press gives it heavy play. Speaking for Tobacco Institute, Pres. George V. Allen (who, ironically, was once proposed as NAB pres.) said Collins "is incorrect when he suggests that cigarette advertising is designed primarily to influence" high-school-age children, and "Mr. Collins' statement about smoking applies a judgment of finality to questions of medical science that are complex and that are under study & debate by scientists throughout the world."

Networks, agencies, tobacco producers, were virtually mum otherwise, as far as public statements were concerned. But there was plenty of background furor, including renewed demands for Collins' scalp from those NAB members who have never considered Collins proper industry spokesman.

Reached in Tallahassee last week, Collins told us he'd been considering the issue for some time: "I thought there was a growing need for an expression on this. I made it clear that I was expressing my own views—not a fixed policy of NAB, the Code or the NAB Board. I think it's well within the prerogatives of the NAB president to advocate against advertising particularly directed at beginning or very young smokers. For advertising directed at adults, it presents no moral issue. My view is directed at all media, not only broadcasting.

"Some say I'm advocating abolition of all tobacco advertising, which is of course absurd. Some people are opposed to my position, but quite a few broadcasters say we need this kind of leadership. The broadcasters' perspective has got to grow bigger. It's the safest protection against outside intrusion. There's got to be bigger thinking. I went into this with my eyes open."

Tobacco advertising on TV represents some $95-100 million in time & talent at network level, perhaps equal amount in spot.

NIXON SHOW COOLING-OFF PERIOD: L'affaire Nixon-Hiss — ABC-TV's controversial Howard K. Smith show on Nixon's career, which included comment by Alger Hiss (Vol. 2:47 p1)—eased off substantially, and ABC seems to be coming up in fairly good shape.

Bulk of national reaction leaned toward ABC position that it must have editorial freedom to present what it considers news. This was elucidated by its news chief James Hagerty in 5½-min. telecast preceding Smith's Nov. 18 program. He said that he held no brief for Hiss, that Hiss featured prominently in Nixon's career and thus warranted an appearance—but that pre-show & post-show pressure by sponsors must be resisted on basic freedom-of-press grounds.

FCC Chmn. Minow echoed that with special statement Nov. 19: "Whether this particular program was in good taste is for the public to decide. The real issue transcends this particular program. The basic issue is the freedom & responsibility of broadcast journalism. To be responsible, broadcast journalism on all the networks & stations must be free. This means freedom not only from govt. censorship, but also from threatening pressure groups and from those few, fearful advertisers who seek through commercial reprisals to influence the professional judgment of broadcast newsmen."

Then President Kennedy was asked about it in news conference, said: "I didn't see the program, but I thought Mr. Hagerty and Mr. Minow expressed the view with which I am in sympathy."

Newspapers split all over place about it. Examples: *Chicago Tribune* rode ABC day after day. *N.Y. Herald Tribune* thought Hiss appearance was "poor judgment" but that advertisers who wanted to pull out showed "even poorer judgment . . . a most irresponsible type of pressure that must be resisted by every purveyor of news." *Washington Daily News* said Hagerty was "talking hot air." It said he was free to put Hiss on any time he wants—"that is free speech." But, it added, ABC must be prepared to lose readers and/or advertisers—"that also is free speech." *News* thought ABC "simply sought to attract attention."

Nixon himself kissed episode off with: "What does an attack by one convicted perjurer mean when weighed on the scale against the thousands of wires & letters from patriotic Americans?"

Important principle arising from episode is "who's responsible for Smith's work?" *N.Y. Times'* Jack Gould looked into Smith's contract with Ben Sackheim Inc., agency for his sponsor Nationwide Insurance, found: "The client will not for itself or by the network countenance any interference in the program that could be deemed an attempt to compromise that independence of mind & spirit of Howard K. Smith." This apparent network hands-off Smith amazed CBS & NBC officials. But Hagerty, asked if he had veto over Smith's work, said: "You bet your life I do." Legally, of course, only individual stations—not networks or sponsors—are held responsible under Communications Act. In practice, this amounts to network responsibility, since they own TV stations—though FCC has long recommended law change to permit direct regulation of networks.

Other developments: (1) Kemper Insurance took commercials off ABC-TV's *Evening Report*, even though it can't cancel $500,000 contract. *Evening Report's* Ron Cochrane asked Kemper to publicize fact he had nothing to do with Nixon show, some people have impression he was involved. (2) Schick, which has commercials due to start in Jan., said nothing last week after being refused permission to pull out of $1 million contract. (3) ABC spokesmen say no other cancellation attempts have been made.

TV COMMERCIAL MAKERS WIN BIG ONE OVER FTC: TV advertisers were jubilant last week as U.S. Circuit Court of Appeals in Boston roughly unhorsed Federal Trade Commission, setting aside celebrated Colgate Rapid Shave "sandpaper" decision (Vol. 2:2 p2). Case involved representation of sand-coated plexiglass as sandpaper in TV shaving cream demonstration; firms claimed substitution was necessary because real sandpaper photographed like plain paper on TV. FTC wouldn't buy it, ordered commercial stopped.

Court judged Commission's ruling too broad, sent it back to FTC. Commission has choice of appealing to U.S. Supreme Court or issuing new complaint, drawn up in more specific & limited language. FTC spokesmen said no decision on move has been made.

Decision written by Judge Bailey Aldrich had some pungent observations about FTC's thinking on matters of TV "mock-ups." "We of course agree with the Commission that there is a misrepresentation of a sort in any substitution case," it said, "but we are unable to see how a viewer is misled in any material way, particularly if the only untruth is one, the sole purpose of which, is to compensate for deficiencies in the photographic process."

Court further declared order against Colgate & agency Ted Bates was too broad, in that it forbade future use of "spurious mock-ups or demonstrations for any product." If another complaint is issued, Court directed, it must be more specific. Possible big sleeper in decision, as far as future FTC rulings go, was Court's expression of "reservations" about Commission issuing broad orders covering both companies & ad agencies. "In some degree, the principal may well be held to advertise at its peril," Court said, "but we have reservations about how far it is appropriate to go in the case of an agent, in the absence at least of any suspicion on its part that the advertising is false."

Repercussions from Court's action could be large. Court apparently agreed that TV's unusual technical limitations call for flexibility in preparation of commercials.

Colgate & Ted Bates had no comment on Court's ruling, nor did FTC Comr. Elman, who wrote decision. Tickled advertising executives, however, chorused off-the-record sigh of relief. Rapid Shave ruling had seriously hamstrung them in preparation of many types of commercials, and Court's decision is considered big victory.

CHURNING ON UHF FRONT: Uhf debate & data swelled in several significant phases last week, will be subject of accelerated talk for many months. Developments:

Analysts of FCC's N.Y. uhf receiver performance report (Vol. 2:47 p3) claim there are gaping holes in the study. Assn. of Maximum Service Telecasters Exec. Dir. Lester Lindow sent members report which, while asserting that "uhf is capable of providing a substantial amount of TV service of acceptable viewing quality even in a large canyon-like city such as N.Y.," is nevertheless quite inferior to vhf. For example, he said, FCC crews rated uhf picture quality poorer than vhf in only 10% of locations; but, if you

use householders' ratings, it's up to 50% poorer—and he said TASO had found householders' ratings quite accurate. Second, he noted that although FCC measured set performance out to 25 miles, 78% of sets were within 10 miles—thus presenting an unbalanced sample. Third, he said MST's own studies of reception beyond 25 miles (still underway) show uhf "markedly inferior to vhf" at such distances. Fourth, he maintained that FCC report included ratings based on outdoor antenna installations "in many instances" where such antennas aren't permitted on permanent basis.

Lindow also told us that FCC "arbitrarily" picked 50% of its locations on Manhattan—despite fact that only 17% of population within area studied resides there. MST's own studies, due for Spring completion, involve 100 sets (10 color) placed for a year (compared with FCC's one month) in homes 25 to 65 or more miles from transmitter. He said this gives true home conditions—that FCC's monthly move permitted sharpening up sets between installations. Homes selected by MST, he said, are fairly evenly distributed throughout area covered. MST has also run mobile measurements plus helicopter plotting of antenna.

Another criticism we heard, from an engineer with substantial string of both vhf & uhf clients, is that FCC used uhf sets with 10 db noise figure, while at same time permitting up to 18 db noise in new all-channel-set rules, which he termed "a whale of a difference."

• • • •

FCC has finalized its all-channel-set rules, meanwhile. Though text wasn't immediately available, Commission said rules are virtually word-for-word as proposed (full text of proposal available in our Sept. 17 Special Supplement). Deadlines & technical requirements remain same.

FCC did get into 2 additional subjects last week. First, as expected, it deferred for further study the requests that new rules permit continued sale of vhf-only sets to schools, hospitals and similar institutions with master systems which can convert uhf at the antenna. Second, it acquiesced in industry pleas that uhf-receiver-radiation limit not be cut back from 1,000 to 500 uv/m—and it extended 1,000-uv/m status quo to April 30, 1964.

• • • •

FCC & EIA also kicked off, last week, "uhf education" program with a clinic in Washington. In Q-&-A panel session, panelists sought to present data of particular value to distributors, dealers & public. EIA is considering presenting significant portions in booklet. FCC Comr. Lee set stage, said he expects competition will bring all-channel sets to market at increasing rate well before new rules require them. Philco's Harris O. Wood agreed; he also said that new uhf tuner tubes are vastly superior to old 6AF4, that drift "is well under control now," that engineers are working hard to make uhf as easily tuned as vhf, that uhf tuners are actually more troublefree than vhf (except for 6AF4).

Local serviceman Jerry Peake said: "We've had extremely good luck with uhf, compared with vhf, up to 25 miles or so, in getting Ch. 26." He also reported that viewers need a little more training in tuning uhf but that "I know of no one who can't tune it."

As we judged the presentation, it should prove very valuable. One common misconception is that FCC is moving all TV to uhf, which panelist Robert Weston, Lee's assistant, sought to dispel. Another useful job done locally was brand-by-brand report on "how to convert your set."

OMAHA HEARING VOTED, LEE CODE PLAN REJECTED: FCC came to grips with some major matters—many cooking for weeks, as reported in our recent issues. Some haven't been announced yet, but they include:

(1) Local hearing for Omaha voted (4-3, with Hyde, Ford & Craven dissenting)—Comr. Henry named to preside, starting Jan. 28. Issues: (a) Efforts of stations to determine local-live-program needs. (b) What they've done to meet them. (c) What are public demand & needs for local-live. Omaha was chosen, FCC says, because it differs from Chicago (where first such hearing was held) in many ways, because it has 3 vhfs with local & outside ownership, because stations have financial means of presenting local material. Biggest question now: How will NAB Pres. Collins carry out pledge to battle FCC on this—his first major horn-locking with Commission?

(2) Comr. Lee's effort to get NAB Codes' commercial limitations frozen into Commission's rules was defeated (4-3, with Minow, Lee & Henry dissenting).

(3) Started rule-making on "application-inspection" plan. Proposal would permit local public inspection "of applications & public reports & related documents (including amendments) that are filed with the Commission; also copies of local publication of the notice of the file of broadcast applications and when & if applications are designated for hearing." (No dissents.)

(4) Reaffirmed clear-channel AM decision—but won't implement it until July 2, 1963. Delay is to permit Senate & House to make up minds on policy. Meanwhile, no nighttime stations will be granted on Class I-A clear channels, and 4 applications for 750 kw were returned. (Lee dissented.)

(5) Adopted political-broadcast questionnaire to all stations & networks. It asks for value of time sold; number of political broadcasts; whether station editorialized; amount of time sold or given to candidates for Senators, Representatives, Governor; complaints received; suggestions for solution of problems.

(6) Adopted new application forms for educational applicants, effective Dec. 3.

(7) Changed its new "signature" rules to revert to old practice of allowing any officer of corporation to sign applications. But Commission said that it's "desirable that certain matters be dealt with at the ultimate level of corporate responsibility" and that it plans "additional consideration of that policy objective in the pending program form revision rule making."

CURRENT CAPSULES

Pressure's off NBC-RKO-Philco hearing on Philadelphia-Boston station swap (Vol. 2:45 p5)—Philadelphia Federal District Court Judge Kirkpatrick having extended for 1½ years, to June 30, 1964, the deadline by which NBC must dispose of WRCV-TV & WRCV. He ruled from bench last week, thus permitting NBC to continue operating stations pending conclusion of hearing and FCC's final decision on disposition of stations. Judge's anti-trust consent decree originally had specified NBC's getting out of Philadelphia by end of this year. FCC hearing last week featured NBC counterattack on Philco parent Ford Motor's anti-trust background. Hearing recesses until Dec. 10—Examiner Cunningham going to Chicago for another hearing.

Networks still claim losses on public-affairs shows, although much "reality" programming is sponsored this season. So reported Nov. 21 *Variety*. Ostensible cause: "Pubaffairs, as popular as it has become, still goes to bankrollers . . . mostly for time charges alone." Estimates of public-affairs billings were $43.5 million for CBS News and $49.5 million for NBC News, including radio news revenues. *Variety* found it difficult to accept network pleas that such sizable revenues still couldn't get networks into black on public-affairs shows, hinted that it might be ". . . a matter more of bookkeeping losses than real losses."

Videotape Productions of N.Y. now claims its Videotape Center is first independent tape production facility with 3 studios. Its 3rd studio was opened month ahead of schedule to accommodate record level of business, according to vp-gen. mgr. John Lanigan, who said week ended Oct. 12 saw production of 25 commercials and two 30-min. network shows at the Center.

Annual NBC-TV-radio affiliates convention will be held Dec. 4-5 at Americana Hotel, N.Y. Radio affiliates meet Dec. 4, TV Dec. 5.

Introduction of color TV in Canada is subject of BBG hearings beginning Jan. 15, 1963 in Ottawa.

Daytime billings grew faster than nighttime during first 9 months of 1962, TvB reports. Increase of 18.8% for daytime gross network billings as against 10.5% gain at night, compared with previous year, was no great surprise, since daylight hours are logical growth area when nighttime network slots are scarce. Biggest network gross increase was scored in 9-month period by CBS-TV, whose $226 million is jump of 17.8%. NBC-TV followed with nearly $205 million—12% gain. ABC-TV climbed 7.5% to slightly more than $149 million. Over-all gain in period for networks: 13%.

Pay-TV test on KTVR Denver won't be blocked or delayed by legal challenges—theater exhibitors having decided not to seek FCC reconsideration, file court appeal or move for reversal in Colo. public utilities agency. It's expected that exhibitors will now concentrate on persuading Congress to stymie toll TV.

Plea to avoid "stereotypes" in production of *The Untouchables* has been made by S. Samuel DiFalco, chmn. of Italian-American League to Combat Defamation, to Lucille Ball, new pres. of Desilu.

FCC AM radio overpopulation conference has been postponed from Dec. 5-6 to Jan. 7-8 to give NAB time to complete studies.

Personals

James E. Duffy promoted to ABC Radio exec. vp.

FCC Comr. Henry speaks Jan. 24 at Radio-TV Institute 18th annual program, U. of Ga., Athens, Jan. 22-24 . . . William R. Seth Jr. promoted to TvB of Canada exec. vp.

Jack R. Poppele, onetime head of Voice of America and chief engineer of MBS, last week became 1,000th member of National Assn. of Educational Bcstrs. He was one of founders of NAB, old TV Bcstrs. Assn. & FM Bcstrs. Assn. He joined NAEB as pres. of Telemeasurements Inc., projection TV producer.

Myron (Mike) Weinblatt promoted to NBC-TV participating program sales mgr. . . . Edna Hanna Strosnider, ex-KOMO-TV & KOMO Seattle sales promotion & development head, appointed KGUN-TV Tucson promotion-publicity mgr.

Zalmon H. Garfield, ex-Jerrold asst. to pres., forms CATV consulting, appraising & brokerage firm, Garfield, Musser & Assoc., 1616 Walnut St., Philadelphia (Kingsley 5-8285), with Warren V. (Pete) Musser.

Frank J. Little, ex-WBKB Chicago, appointed WABC-TV N.Y. publicity & press information dir. . . . James C. Dowdle, ex-Petry & Katz, named KWTV Oklahoma City national sales mgr. . . . Roy L. Townshend & Doris Reichbart named Robert Lawrence Productions vps.

Arnold Becker, ex-Lennen & Newell media research mgr., rejoins CBS-TV as coverage & research analysis mgr. . . . Abner A. Layne, ex-American Machine & Foundry technical PR mgr., named CBS Labs information services mgr.

NAB Pres. Collins elected to Episcopal Radio-TV Foundation board of trustees . . . John H. Mitchell, Screen Gems sales vp & dir., married Nov. 16 to Marcia Van Dyke Barry.

Allan Clark appointed RCA Victor Records radio & TV relations and field promotion mgr., a new post . . . Robert W. Frudeger, radio WIRL Peoria, elected Ill. Bcstrs. Assn. pres.

Burt S. Avedon, ex-Kenyon & Eckhardt vp & asst. to pres., named KMEX Los Angeles vp & gen. mgr. and vp of parent Spanish International Network . . . Leslie H. Norins, KEYT Santa Barbara, Cal., gen. mgr., also becomes a dir. & vp.

Karl Hess, ex-*World* editor, named Taft Bcstg. Washington correspondent . . . Dick John, ex-WTVT Tampa news dir., named to similar post with WIIC Pittsburgh.

James S. Wiley promoted to WPRO-TV Providence national sales coordinator, succeeded as sales promotion mgr. by Marjorie L. Mahoney . . . Bruce Lawrence, ex-WFGA-TV Jacksonville asst. promotion mgr., appointed WNBF-TV-AM-FM Binghamton merchandising & promotion dir.

Frank Ragsdale, ex-WTVM Columbus, Ga. vp & gen. mgr., appointed national sales mgr., Pepper Sound Studios TV production div., Memphis . . . Frank L. Sheehan, ex-TV Personalities Inc. western sales mgr., rejoins Independent TV Corp. as western area sales mgr., San Francisco.

William Halle, ex-American Radiator & Standard Sanitary Corp. Allegheny sales district advertising & sales promotion mgr., named WNEM-TV & WNEM-FM Bay City-Saginaw, Mich. promotion mgr.

Obituary

Bert Lown, 59, CBS-TV affiliate relations western mgr., died Nov. 20 while attending NAB meeting in Portland, Ore. He was well-known N.Y. orchestra leader in 1930's, composer of popular songs including "Bye Bye Blues." Before joining CBS in 1951, he was Muzak Corp. radio-TV div. vp & sales mgr. In Portland, NAB passed resolution expressing condolences. His widow survives.

Larry B. Boggs, 40, CATV pioneer and Vumore Co., Oklahoma City, pres. from 1950-62, died of cancer Nov. 17 in Denver. He was a former dir. of Video Independent Theaters and former vice chmn. & dir. of National Community TV Assn. Recently, he joined Daniels & Assoc., Denver. His widow, 2 daughters, survive.

Thomas E. Clark, 93, pioneer in radio development, died in Detroit Nov. 19. An early experimenter, he sent first Great Lakes ship-to-shore message in 1902, worked closely with Scripps publishing family in establishing radio WWJ Detroit in 1920.

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FCC General Counsel's office has been reorganized by FCC. One proposal that Office of Opinions & Review be placed under GC—was deferred for more study. Commission ordered these changes: Henry Geller promoted from assoc. to deputy GC, Hilbert Slosberg, from asst. to GC to assoc. GC, Gerard Cahill & Daniel Ohlbaum from asst. to assoc. GC, Robert Greenburg & John Harrington to asst. GC. From Office of Opinions & Review, George Ashenden & Robert Geweke transfer to Review Board—former as chief for administration & engineering, latter as chief for law.

New ARB TV local audience reports—giving greater breakdowns by types of viewers—are now in use. Where ARB used to break audiences down into only 3 categories —men, women, children—it now shows or will soon show total men, men 18-39, total women, women 18-39, teens 13-17, children, family size, percentage of working housewives, age brackets of children, education of household head.

Rule limiting sound volume of commercials to level of "adjacent" program is being considered by FCC, Chmn. Minow told luncheon group of Harvard, Yale & Princeton alumni. FCC engineers have been unable to detect any rise in volume when commercials come on, but his own ears tell him differently, he said.

New transatlantic TV exchange, using RCA's Relay satellite (Vol. 2:42 p4) is due next month, after NASA launch Dec. 11. U.S. programs will be produced by TV networks & USIA, are expected to relate to Christmas season.

New special award will be presented yearly by National Academy of TV Arts & Sciences to station judged with best public service programming at local level.

Copies of political broadcasting hearings before Senate Commerce Communications Subcommittee in July are available free from Govt. Printing Office, Washington 25.

First Jamaican TV station will go on air in Kingston next Aug., Development-Welfare Minister Edward Seaga announced.

Rep appointments: KSL-TV & KSL Salt Lake City name Peters, Griffin, Woodward; CKPR-TV Port Arthur Fort William, Ont., selects Young TV.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

TUNER MANUFACTURERS—FINANCIAL ANALYSIS: TV tuner industry stands at threshhold of vast and uncharted changes. New all-channel legislation, effective April 30, 1964, will step up number of uhf tuners from 370,000 in 1961 and about 600,000 in 1962 to more than 6 million in 1964-1965 model year. For this reason, we are examining TV tuner manufacturers in first of series of at-a-glance financial analyses, being prepared for us by Wall Street analysts.

It won't be all gravy for tuner makers. There's plenty of money to be sunk in research & development, tooling, etc. for uhf tuners. There'll undoubtedly be new companies entering uhf tuner field with competitive models, now that there's a market. Nevertheless, we present herewith statistical summation of the 3 publicly owned TV tuner manufacturers. The 4th, Sarkes Tarzian, isn't traded publicly. It's interesting to note, incidentally, that news of all-channel legislation has had little effect on any of these manufacturers, all of whose stock is being traded at or close to 1962 low.

Here, then, is specially prepared statistical summary of the 3 leading publicly traded makers of TV tuners. If you're interested in continued future analyses of various segments of electronics & broadcasting industries, please let us know and we'll present more.

	General Instrument Corp.	Oak Mfg. Co.	Standard Kollsman Ind.
Capitalization	2/28/62	12/31/61	12/31/61
Long-term debt	$ 1,562,000	$ 255,000	$ 3,685,000
Minority interest			139,000
Common & surplus	32,604,000	10,123,000	23,922,000
Common shares	2,483,000	656,000	2,151,000
Annual Earnings Per Common Share			
1958	$ .93	$ .95	$ .26
1959	1.23	1.51	.71
1960	1.26	.54	1.61
1961	.42	.85	1.48
1962 (a)	.25	1.31	1.29
Stock Market Data			
Common traded	NYSE	ASE	NYSE
1962 price range	30 - 10⅛	19¾ - 12⅛	35⅜ - 15¼
Recent price	11⅝	13¾	17⅞
Dividend, annual rate (b)	——	10¢	——
Price earnings ratio (a)	46.5	10.5	13.9

(a) Latest 12 months earnings. (b) GI paid 15¢ in 1961; Oak paid 10¢ in 1961 & 1962; Standard paid 3% stock in 1960 & 1961.

RADIO-PHONO '63—LITTLE CHANGE FORECAST: Phono sales next year will be about 5% greater than this year, while radio sales will stick close to 1962's level. That's consensus of 10 leading manufacturers in crystal-ball survey of what 1963 holds in store for radio & phono sales. Our TV sales consensus was presented 2 weeks ago (Vol. 2:46 p8).

Median forecast in our radio survey was 11.5 million—distributor-to-dealer sales for 1963—which indicates little or no change from this year's sales. Predictions varied sharply, from low of 11 million (3 manufacturers picked this figure) to high of 12.5 million. Figures apply to all U.S.-brand radios except auto sets. Several manufacturers saw biggest growth next year in FM.

In phono survey, there was more substantial agreement on probable distributor-to-dealer sales next year. Median estimate was 4.5 million sets—and half of the respondents chose this figure. Low was 4 million and high was 4.9 million. Median prediction of 4.5 million represents increase of about 5% over estimated 4.3 million phono sales for 1962.

We also asked manufacturers to estimate percentage of phonos which would be equipped with FM stereo. Here there was no agreement at all—except that FM stereo would increase sharply. Disparity of predictions is undoubtedly due to fact that no reliable figures are available on present sales of phonos with FM stereo. Estimates for 1963 FM-stereo varied from 33% to 80% of console phonos.

We'll let the prognosticators speak for themselves. We've digested some of the replies on p. 9.

KIMCODE, KIMCODE, WHO'S GOT THE KIMCODE? Unaccustomed as TV set industry is to being reticent about adopting innovations, it seems to be playing Alphonse-&-Gaston game with Kimcode, Kimble Glass's new process for picture tubes requiring no implosion shield. Everybody's waiting for someone else to act first—and it's getting pretty close to time to freeze designs.

We've already reported that picture tube makers seem fairly favorably disposed toward Kimcode (Vol. 2:46 p9), and some even think it may put profit back in TV tubes. But so far only one set maker appears to be firmly committed to using process—and that's Curtis Mathes, which is buying 23-in. Kimcode tubes made by GE, National Video & Sylvania.

Among the majors, everybody's waiting—while valuable lead time for tooling, particularly in picture tube industry, is ticking away. Most set manufacturers are understood to be adopting compromise course. They're designing products which can accommodate any of 2 or 3 picture-tube approaches interchangeably. This way, they can change over to Kimcode (or Corning or Pittsburgh) approach, depending on what competition does. Or they can switch later—after midyear model introduction—with minimum of retooling.

Granted, Kimcode is radically new approach, and everyone wants to be sure of it before plunging in. At same time, many manufacturers haven't firmed up commitments yet for the various non-Kimcode approaches—Corning twin-panel, Pittsburgh laminated glass or external safety glass—pending clarification of what others are going to do. So tube industry waits while set makers ponder whether this is Kimcode's year.

Lest this appear to be 2-way battle between twin-panel & Kimcode, don't forget that Pittsburgh Plate Glass is still in there slugging, with its new lower-cost ⅛-in. laminated Teleglas, and it's telling customers that there's very little price differential between tubes using its method and Kimcode approach, and that prices could come down further with more widespread use.

It's rather strange that Kimcode should see first use in 23-in. sets (by Mathes), when design seems to be most suitable—from standpoint of weight & compactness—for 19-in. & 16-in. models. There's growing belief, however, that next manufacturer to use it may also try 23-in. sets first, but with none of the styling innovations which Kimcode could make possible. (It's unlikely that there will be many important style changes in 23-in. merchandise next year, because of small size of 23-in. market.)

Day of decision is approaching. Is one major manufacturer planning to use Kimcode? If so, will there be stampede? Answers must come very, very soon.

TV-RADIO PRODUCTION: EIA statistics for week ended Nov. 16 (46th week of 1962):

	Nov. 10-16	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	117,781	131,250	142,227	5,822,540	5,465,281
Total radio	431,255	486,678	443,171	17,016,721	15,148,877
auto radio	185,107	180,091	151,111	6,211,490	4,769,912

RADIO-PHONO 1963: Here are digests of predictions for next year's sales performance by radios & phonos, in response to our survey of industry leaders (see story, p. 8):

GE (Hershner Cross, Radio & TV Div. vp-gen. mgr.): "We think that 1963 phonograph sales will be approximately the same as in 1962. We expect a continuing trend toward a higher percentage of tuner-equipped consoles. We feel that radio sales will be very close to 1962 levels."

Magnavox: "We anticipate an across-the-board increase of 5-8% in the phonograph field. All consoles priced $350 & over should be equipped with stereo FM. We also see an over-all 5% increase in radio sales—with the greatest gains registered by FM stereo table models."

Motorola: "Phonograph outlook is for sales in the vicinity of 4 million or more stereo & mono units—about the same as this year. At the present time about one-third of all sales are consoles. Of the total of about 4 million units next year, we estimate about 10-15%—or 400,000-500,000—will be equipped with FM stereo. This is merely a guesstimate. Our estimate of distributor-to-dealer radio sales is about 11 million for 1963."

Olympic (Morris Sobin, pres.): "My estimate for the phonograph business for 1963 is 2.5 million portables & table models and 1.5 million consoles. Of the total consoles, I believe, about 50% will be equipped with FM stereo. If we take into consideration only phonograph consoles with radios, my estimate would be about 70%. My estimate for 1963 radio sales is 12 million."

Packard Bell (Kenneth R. Johnson, Home Products Div. vp-gen. mgr.): "We estimate distributor sales of phonographs will amount to 4.5 million in 1963; 80% of the console phonographs will be equipped with FM stereo tuners. Distributor sales of radios will be about 12 million units."

RCA Sales Corp. (Raymond W. Saxon, marketing vp): "We expect the phonograph industry will see a trend toward greater stability in 1963 because the prevalence of confusing terminology is waning. In addition, we believe there will be more & better less-expensive units and a strong continued teen-age market potential. Industry phonograph sales should be 4.3 million—about 100,000 more than 1962. We see practically all middle- and high-end FM-AM tuner-equipped merchandise featuring FM stereo next year. Our estimates for 1963 show about 11 million radios being sold, compared with about 11.5 million this year."

Sylvania (George C. Connor, Home & Commercial Electronics vp): Predicts 25% increase in FM stereo in console phonos; sales of 12.5 million radios.

Symphonic (Max J. Zimmer, pres.): "The phonograph outlook for 1963 is optimistic. I think, first of all, that 1962 will wind up 8-10% over 1961 volume, and that 1963 will continue this upward movement, with a probable 5% increase in unit volume. At present, approximately 30% of console phonograph output is equipped with FM stereo tuners. With the continued growth in the number of FM stereo stations, I think it is reasonable to project that approximately 40-50% of 1963's phonograph console output will contain FM stereo tuners."

Wells-Gardner (Grant Gardner, pres.): "The phono outlook for '63 will parallel that for '62. We anticipate that the industry's console phono output will be 75% equipped with FM stereo tuners."

Westinghouse (O. H. Yoxsimer, TV-Radio Div. gen. mgr.): "Approximately 3.3 million portable phonographs and some 1.6 million hi-fi consoles will be sold in 1963. A minimum of 75% of the console phonos will be equipped with FM stereo. Industry distributor radio sales for 1963 should be about 11.4 million."

Zenith Sales Corp. (Leonard C. Truesdell, pres.): "Phonograph sales to dealers for 1963 should be about 4.5 million units, pretty close to this year's figures. Approximately 50% of the industry's console phono-radio units will be equipped with FM stereo tuners as a result of the rapid growth of stations broadcasting FM stereo and heightening consumer interest. Industry radio sales to dealers for 1963 (excluding auto) will approximate 11 million units, again not markedly different from the 1962 figure. It would appear that the transistor radio boom is slowing down, perhaps because of high market saturation, and that there will be a shift in the product mix next year, with AM-FM sets becoming more important, clock radios taking over part of the AM radio market and portable radios remaining fairly constant as a percent of the total."

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Admiral finds hotel TV business very successful, under revamped setup in which sales to hotels & motels are made through regular distributors and hotel-motel supply houses, with installation & service provided by parent company. Our statement in last week's issue (Vol. 2:47 p7) that Admiral "no longer provides direct-to-customer hotel-motel service" was interpreted by some to mean that Admiral had left this branch of business. Admiral claims to have equipped more hotel-motel rooms than any other company. In charge of hotel sales is Admiral Sales Corp.'s National Service Div., Bloomington, Ill., under gen. mgr. Willis Wood. Among Admiral's current projects is installation of sets in new addition to O'Hare Inn, near Chicago International Airport. Admiral has 2 special hotel receivers —one with wireless remote control, the other with provision for radio & background music channels.

Packard Bell Electronics' Oct. consumer product sales produced largest single-month volume in 36 years. Home Products vp Kenneth R. Johnson said sales jumped 18% ahead of Oct. 1961 & 7.5% ahead of Dec. 1952, previous record month.

Import Prices Down: Just how sharply factory prices of Japanese electronic exports to U.S. have dropped in last year is shown in average value of TVs & radios exported during first 9 months of 1962 vs. same 1961 period.

Average factory price of transistor radios (3 or more transistors) exported to U.S. in 1962, according to Japanese govt. figures, was $9.51, down from $11.09 in comparable 1961 period. Average "toy" transistor radio (fewer than 3 transistors) declined to $2.25 from $2.58. Average TV set exported to U.S. this year was valued at $55.31, down from $79.42 last year. Average tape recorder was valued at $13.46.

Average prices rose from 1961 to 1962 in 2 categories. Tube radios increased to $7.04 each from $6.48 last year, and radio-phono combinations jumped to $39.06 from $34.62. Average prices are computed from taxable value.

Japanese exports as a whole rose again for first 9 months of 1962, compared with same 1961 period: TV sets, 86,899 units, up more than 600% from 12,308; transistor radios, 5,323,239, up 85% from 2,879,009; "toy" transistor radios, 2,109,520, down 37% from 3,330,508; tube radios, 1,202,362, down 18.5% from 1,474,937; radio-phonos, 67,832 (up 34% from 50,493); recorders, 605,943 (no comparison available).

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New TV set manufacturer: Color Electronics Corp., 81 Willoughby St., Brooklyn, N.Y., is now assembling color sets for private-label merchandising by dept. stores. Successor to Kane Electronics, it's headed by Irving Kane, who was one of principals in old Viewtone Co., early TV set producer. Kane told us last week that sets use circuitry identical to RCA's and that he has arranged for national distribution of color sets under Color Electronics brand name. He said production will soon reach rate of 60 sets a day.

Indiana General & Western Electric have signed cross-license agreement covering certain patents in fields of magnetic materials & related equipment, including quartz crystals, communications products, thin-film devises, ferroelectric & piezoelectric developments. Indiana General Pres. Robert F. Smith said agreement includes U.S. & Canadian patents of his firm, Western Electric, AT&T, Bell Telephone Labs, other subsidiaries.

Philco spent $7.5-8 million on its 1963 consumer products & "we are planning to spend an even larger sum on our 1964 lines," according to Consumer Products Div. vp & gen. mgr. Larry H. Hyde. Approximately $3.5 million was invested in tooling up, he said, balance went into design & development. Hyde emphasized that $7.5-8 million expenditure was made by Philco after becoming a Ford subsidiary.

Magnavox may be largest FM sponsor, now that its deal with National Assn. of FM Bcstrs. has been approved. Magnavox is paying NAFMB $150,000, in exchange for which it will receive 6 spots daily for 26 weeks on 158 NAFMB member stations beginning today. Stations donated the spots, and NAFMB will use proceeds to establish hq in N.Y. for FM promotion.

Consent judgments to refrain from antitrust violations in sale of heavy electrical equipment have been agreed to by 12 companies involved in 1960 electrical price-fixing conspiracy. Move ended civil anti-trust action brought against Westinghouse, Federal Pacific Electric, Cornell-Dubilier Electric, Sangamo Electric, 8 others.

Set Makers' FM Monitoring Plan: Proposal for FCC-industry cooperation in monitoring FM stereo stations will be outlined to consumer products div. members this week at EIA's winter conference Nov. 26-29 at San Francisco's Jack Tar Hotel.

Monitoring plan, worked out informally between EIA & FCC officials, is part of continuing effort to ease FM stereo growing pains. The informal agreement would provide for manufacturers to notify FCC when they believe stations may be deviating from FCC standards. FCC's Harold Kassens says complaints of this kind actually have been relatively few, and this program would be informal supplement to Commission's 2 mobile FM monitor units.

Among other expected highlights of this week's EIA meeting: (1) Finalization of definition of "high fidelity," requested by FTC. (2) Discussions of FM stereo by James Gabbert & Gary M. Gielow of KPEN-FM San Francisco, before service committee & radio section. (3) Discussion of matters affecting electronics industry and estimates of 1963 business by EIA Pres. Charles F. Horne.

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Factory transistor sales in Sept. & year to date continued usual pattern: up in unit volume, down in dollar value. Unit sales increased to 20,568,110 from 19,386,202 in Sept. 1961, EIA reported. Dollar value dipped to $24,729,997 from $27,220,248. Jan.-Sept. unit sales rose to 179,397,511 from 136,490,332. Despite gain of nearly 43 million unit sales, cumulative transistor value dropped $8.4 million to $218,571,911 from $227,002,035 in 1961's first 3 quarters. Here are EIA's figures:

	1962		1961	
	Units	Dollars	Units	Dollars
January	17,238,376	$ 21,459,598	12,183,931	$ 22,955,167
February	20,239,880	24,151,155	13,270,428	25,699,625
March	22,932,655	28,202,422	15,129,273	29,815,291
April	19,621,048	25,097,960	15,072,064	27,388,278
May	21,217,919	24,951,738	15,128,181	25,113,042
June	21,776,037	26,374,356	17,899,005	26,148,746
July	15,434,205	19,476,017	11,227,388	17,506,011
August	20,369,281	24,128,668	17,193,860	25,155,627
September	20,568,110	24,729,997	19,386,202	27,220,248
Totals	179,397,511	$218,571,911	136,490,332	$227,002,035

Average transistor factory price in Aug. declined to $1.14 from $1.41 in Aug. 1961 & $1.89 in Jan. 1961, noted Nov. 19 *Wall St. Journal*, adding: "However, it was still above the vacuum tube's average price of 84¢ in Aug." Describing transistors' infiltration of numerous consumer products, *Journal* pointed out: "Big as the TV market for transistors might someday be, RCA Group Exec. vp W. W. Watts & others think autos eventually will provide the greatest demand. Elmer H. Wavering, exec. vp of Motorola's Automotive Products Div., predicts there may be up to 30 such devices in each new car within 5 years."

Buying plans up: Federal Reserve Board's quarterly survey of buying intentions last month found more people planned to buy TVs & phonos during next 6 months than 3 months ago or year ago. Among findings: (1) 4.9% of families planned to buy TV set in next 6 months, up from 4.3% in July 1962 & 4.5% in Oct. 1961. (2) 2.8% intended to buy "radio & phonographic equipment costing $100 or more," up from 1.9% in July 1962 & 2.5% in Oct. 1961.

Pilot Radio suit against Liberty Music Shops has ended with consent injunction under which Liberty agrees not to use "Pilot" name on stereo hi-fi equipment not manufactured by plaintiff.

Trade Personals

William Balderston Jr. promoted by Philco Consumer Products Div. to electronic products planning mgr., responsible for TV, radio & phono lines; Thomas Q. Fisher, formerly phonograph product planning mgr., advanced to asst. mgr., electronic products planning dept.

Dr. Joseph R. Feldmeier appointed Philco Scientific Lab dir., succeeding Donald G. Fink who will become gen. mgr. of new Institute of Electrical & Electronic Engineers (Vol. 2:32 p10).

Richard A. Williams named asst. to Philco Lansdale Div. engineering dir. Dr. C. H. Sutcliffe; Dr. C. G. Thornton named mgr. of new advanced solid-state development dept.; Charles D. Simmons appointed microelectronics dept. mgr.; James D. McCotter, semiconductor product development dept. mgr.; W. J. Snyder, cathode-ray tube engineering dept. mgr.

Milton J. Shapp, Jerrold Corp. chmn. elected a dir. of Elco Corp., Willow Grove, Pa. maker of electronic components & connectors.

Thomas R. Maher, formerly Packard Bell mfg. dir., joins Magnavox as gen. mgr. of subsidiary Magnavox Co. of Tenn. . . . Michael J. Ganz elected ITT asst. treas.

Russell B. Riehm appointed traffic dept. mgr., Philco Consumer Products Div., succeeding John Swan, retired.

William H. Dennler, GE Major Appliance Div. gen. mgr., elected a vp.

J. W. Evans elected mktg. senior vp, J. F. Willenbecher operations senior vp, R. K. Hellman engineering senior vp, Hazeltine's Electronics Div.; S. M. Thomas named senior vp & head of Hazeltine International; Donald Richman & V. J. Young named vps of subsidiary Hazeltine Research Corp.

Paul M. Hochberg appointed pres. & gen. mgr. of Lab-Tronics Inc., subsidiary of TV components maker Advance Ross Electronics, Chicago.

Carl H. McBain elected a Perkin-Elmer vp & mktg. dir. of Instrument Div. . . . John A. Curtis appointed Electronic Associates mktg. vp.

Maj. Gen. Frank E. Stoner (USA Ret.) elected a dir., American Microwave & TV Corp., San Carlos, Cal.

Dr. William F. J. Hare, ex-Bell Labs, N.J., appointed research dir., CTS of Canada Ltd., Ontario.

Obituary

Ricardo Muniz, 52, who retired Oct. 1 as Magnavox mfg. & engineering coordinator (Vol. 2:41 p10), died Nov. 17 in Montefiore Hospital, N.Y. Before joining Magnavox in 1955, he had managed TV & radio plants for Du Mont Labs & Westinghouse. He lived in Miami, is survived by widow, 2 sons.

William H. Treston, 52, RCA engineer for more than 27 years, died Nov. 18 at his Cherry Hill, N.J. home.

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Sonic Electronics, N.Y. manufacturer of phonos & hi-fi equipment which filed Chapter 11 petition in Federal Court earlier this month, has been authorized to continue operating without bond. Referee Asa S. Herzog adjourned hearing to Dec. 3. Creditors will hold initial meeting that date. Sonic Electronics listed assets of $3,917,761 vs. liabilities of $3,960,766.

EIA'S UHF SALES TEST: FCC's former uhf test station, now WNYC-TV (Ch. 31) N.Y. last week became center of test project by EIA to push uhf sales in N.Y. metropolitan area.

Unlike other uhf station markets, N.Y.—although it is center of TV industry—is completely ignorant of uhf. WNYC-TV, operated by city of N.Y., is non-commercial and, despite a good press, is unknown by most viewers & TV dealers.

Kickoff for EIA's project was meeting at WNYC-TV hq. of officials (generally regional sales mgrs.) of the 11 TV set manufacturers represented in EIA. Meeting was chaired by EIA consumer products staff dir. L. M. Sandwick & WNYC-TV program dir. Al Levin. Levin unrolled tales of appalling ignorance by dealers (some of whom told prospective customers that Ch. 31 was "closed circuit"), unavailability of all-channel sets in most stores, and of hundreds of inquiring phone calls to station about availability of sets. "The public is way ahead of the dealers," said Levin.

Manufacturers agreed to start drive to get all-channel sets on dealer's floors, and to educate dealers about uhf and what it is. Olympic was first to follow up, has already begun local dealer orientation program. Other plans in N.Y. campaign include all-channel set showroom & demonstrations in municipal building, encouragement of manufacturer, distributor & dealer ads featuring uhf.

Screen Gems' Gem Year: Screen Gems closed its 1962 fiscal year June 30 (Vol. 2:38 p12) with record achievements in earnings ($3.5 million vs. $2.7 million in fiscal 1961), backlog ($25.1 million vs. $21.8 million), program residuals (534 half-hour & 132 hour episodes vs. 373 & 66), and overseas distribution (56 countries). Additionally, its share of national TV programming increased from 7 to 10 hours weekly; 17 Screen Gems shows were licensed for 1962-63 network & national spot programs vs. 12 a year earlier.

Pamphlet report to stockholders also showed total current assets of $27,127,543 (including $4,318,496 cash) at year's end, compared with $22,764,375 ($4,245,889 cash) year earlier. Current liabilities total $18,432,077, compared with $14,523,546 June 30, 1961. In Screen Gems inventory were more than 1,800 rerun TV programs & nearly 1,600 pre- & post-1948 feature films.

Admiral Earnings Sink: Saddled with 3rd-quarter loss of $309,842, Admiral earnings in first 9 months declined to $548,216 from $1.4 million a year earlier (see financial table). In 1961's Sept. quarter Admiral earned $957,113. Jan.-Sept. sales rose to $146.6 million from $135.9 million. Sept.-quarter sales climbed to $50.4 million from $49.7 million in July-Sept. 1961.

Admiral Pres. Vincent Barreca attributed 3rd-quarter loss largely to "unprecedented investment in expanded color TV facilities" which will enable Admiral "to produce 100,000 color receivers per year." Fourth-quarter sales, he said, are in step with a year ago. He forecast record 4th-quarter sales for Appliance Div.

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One of last holdouts in 6-transistor radio price war, Channel Master has introduced new pocket set at $14.95, same as brand-name competitors, $5 below former price leader.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Admiral Story on p. 11	1962—9 mo. to Sept. 30	$ 146,566,985	$ 1,951,080	$ 548,216	$0.23	2,422,461
	1961—9 mo. to Sept. 30	135,877,427	2,869,908	1,390,664	.57	2,411,286
	1962—qtr. to Sept. 30	50,354,644	(237,817)	(309,842)	—	2,422,461
	1961—qtr. to Sept. 30	49,685,797	1,888,783	957,113	.40	2,411,286
Ampex	1962—6 mo. to Oct. 31	43,120,000[1]	—	2,197,000[1]	.28	7,799,407
	1961—6 mo. to Oct. 31	36,480,000	—	492,000	.06	7,758,182
	1962—qtr. to Oct. 31	21,607,000[1]	—	1,291,000[1]	.17	7,799,407
	1961—qtr. to Oct. 31	19,125,000	—	421,000	.05	7,758,182
Avnet Electronics	1962—qtr. to Sept. 30	8,318,389	1,205,157	608,231[1]	.22	2,760,766
	1961—qtr. to Sept. 30	7,091,704	856,963	461,249	.17	2,760,766
Consolidated Electronics Industries	1962—9 mo. to Sept. 30	125,613,418	7,750,818	3,690,818	1.16	3,172,377
	1961—9 mo. to Sept. 30	101,702,509	6,321,602	3,043,622	.96	3,157,002
Crowell-Collier	1962—9 mo. to Sept. 30	69,804,072	—	3,510,969	1.12	3,130,337
	1961—9 mo. to Sept. 30	52,036,116	—	3,400,763	1.10[2]	3,078,224[2]
	1962—qtr. to Sept. 30	29,827,796	—	2,612,110	.83	3,130,337
	1961—qtr. to Sept. 30	24,059,538	—	2,580,081	.83	3,078,224
GT&E	1962—12 mo. to Sept. 30	1,305,005,000	—	81,172,000	1.00[5]	74,016,000
	1961—12 mo. to Sept. 30	1,195,563,000	—	71,878,000	.97[5]	73,169,000
Industrial Electronic Hardware	1962—6 mo. to Sept. 30	2,975,772	—	22,828	.03	716,307
	1961—6 mo. to Sept. 30	2,271,616	—	84,910	.12	660,719
Microwave Associates	1962—year to Sept. 30	12,800,000	—	639,900	.63	1,017,700
	1961—year to Sept. 30	10,700,000	—	711,300	.71	998,900
Pacific Industries	1962—year to Aug. 31	24,464,105	786,981	511,981	.27	1,887,239
	1961—year to Aug. 31	17,930,545	1,406,733[4]	1,406,733	.81[3]	1,887,239
Philips Lamp	1962—9 mo. to Sept. 30	1,024,978,000	—	63,249,000[1]	—	—
	1961—9 mo. to Sept. 30	911,183,800	—	60,764,000	—	—
TelePrompTer	1962—9 mo. to Sept. 30	3,616,442	—	(59,453)	—	738,410
	1961—9 mo. to Sept. 30	3,604,500	—	(184,764)	—	685,811
	1962—qtr. to Sept. 30	1,347,902	—	47,696	.06	738,410
	1961—qtr. to Sept. 30	933,027	—	(215,126)	—	685,811
Vornado	1962—year to Aug. 31	115,123,849[1]	3,559,090	3,501,090[1]	2.67	1,310,593
	1961—year to Aug. 31	105,093,934	3,070,539	3,052,539	2.32	1,310,593

Notes: [1] Record. [2] Adjusted to reflect Dec.-1961 4% stock dividend. [3] Adjusted to reflect 4% stock dividend & issuance of 260,000 shares earlier this year. [4] No provision for income tax because of loss carry forward. [5] After preferred dividends.

Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
AT&T	Q	$0.90	Jan. 2	Nov. 30
Andrea Radio	Q	.12½	Dec. 14	Nov. 30
Fairchild Cam. & Instr.	—	.50	Dec. 18	Nov. 30
GE	Q	.50	Jan. 25	Dec. 21
Globe Union	Q	.22	Dec. 11	Dec. 4
Globe Union	Ex.	.06	Dec. 11	Dec. 4
Goodwill Stations	—	.12½	Dec. 12	Nov. 20
Goodwill Stations	—	.15	Dec. 12	Nov. 28
Hawley Products	Q	.05	Dec. 28	Dec. 14
Hawley Products	Ex.	.10	Dec. 28	Dec. 14
Hawley Products	Stk.	2%	Dec. 28	Dec. 14
Meredith Publishing	Q	.35	Dec. 12	Nov. 30
Sprague Electric	Q	.30	Dec. 14	Nov. 28
Sprague Electric	Stk.	2%	Dec. 14	Nov. 28
Springfield TV Bcstg.	Q	.10	Dec. 14	Dec. 5
Springfield TV Bcstg.	Ex.	.10	Dec. 14	Dec. 5
Standard Kollsman	Stk.	3%	Dec. 28	Dec. 14
Time Inc.	—	1.00	Dec. 10	Nov. 23
Warner Bros.	Q	.12½	Feb. 5	Jan. 11

Pre-Publication Orders for Factbook No. 33

Orders are now being taken for the 1962-63 *Television Factbook*, mailing expected to take place late December, early January. Beginning with this upcoming issue, based on last year's greatly expanded format, the book will be published once a year only—not Spring and Fall as in past years. The new *Television Factbook* will again provide station area coverage at a glance—contour maps of all commercial stations as filed with the FCC, showing Grade A & Grade B coverage. On the same page for the station will be published American Research Bureau's: (1) Total net weekly circulation. (2) County-by-county total households, TV households and percentages of TV-set penetration. These figures, presented in tabular form, will also be shown graphically in tone on each map. In addition, extensive space will be devoted to the other regular features that have made this comprehensive book since 1945 the industry's leading marketing and reference work. Pre-publication copy price is $12.50; 5 or more, $10.50. Regular price after publication, $15.00; 5 or more $12.50. To take advantage of pre-publication savings, write: Dept. 12, Television Digest, 911-13th St., N.W., Washington 5, D. C.

WEEKLY **Television Digest**

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The authoritative service for executives in all branches of the television arts & industries

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'WEED-OUT' TIME at hand in network prime-time programming; shows on all 3 networks due for mid-season ax in wake of newest Nielsens. Network-by-network details, and reasons, are reported (p. 1).

COLLINS & TOBACCO—CHAPTER II has ABC & NBC disagreeing with him, CBS waiting for Code Board discussion. NAB members generally wish Collins had consulted leadership before talking (p. 2).

PLUMMER NEW FCC STAFF STRAW BOSS—named Executive Director with job of expediting work. Ray appointed Complaints & Compliance chief. Koteen & Heister shift as Comr. Craven is still expected to leave in Jan. (p. 3).

WAVY-TV SALE BLOCKED, FCC ordering hearing, asserting principals reneged on promises of heavy participation in running station (p. 4).

'PAGEANT' MAY SPUR PAY-TV-TYPE SYSTEMS, many of nation's leaders impressed by brilliant performance (p. 4).

Consumer Electronics

90-DEGREE COLOR TUBE: Shelved by RCA for '9 to 15 months' as result of technical difficulties & reliability problems. Action stuns tube & set manufacturers (p. 7).

SET MAKERS NET BIG 9-MONTH GAINS: 6 of 12 companies set sales records, 4 post peak profits; combined sales of 8 volume producers jump to $850.1 million from $700.9 million in Jan.-Sept. 1961, earnings rise to $31.5 million from $24.2 million (p. 8).

CONSUMER ELECTRONICS expansion by $200 million to new record predicted by EIA Pres. Horne. EIA takes action on hi-fi definition, uhf educational drive, FM stereo monitoring (p. 8).

CUSTOMS WHACKS IMPORTERS with scale of minimum valuations for Japanese radios; wide implications here & in Japan (p. 10).

RCA SEES RECORD '62: Pres. Elmer W. Engstrom says sales will top 1961's peak $1.5 billion, profits will exceed 1955's record $47.5 million. NBC will set new earnings record this year (p. 12).

SCREEN GEM'S RECORD QUARTER: Profits climb to peak $467,717 from $341,735 in July-Sept. 1961 (p. 12).

'WEED-OUT' TIME AT NETWORKS: Like football coaches during half-time, program executives at all 3 networks last week busied themselves revising attack strategy and picking fresh substitutes for balance of season's rating ball game. Many changes were triggered by appearance of season's third National Nielsen—a report considered significant since it helps greatly to establish basic trends.

Two networks were announcing changes to coincide with important affiliate meetings. Top echelon of ABC-TV met with affiliate mgrs. in trio of regional meetings (N.Y., San Francisco, Chicago) last week, NBC-TV brass readied pep-rally speeches for Dec. 4-5 N.Y. meeting of its affiliates, CBS affiliates board meets Dec. 4-6 with network affiliates in Palm Springs.

Although CBS-TV still leads in nationwide Nielsens, CBS is not content to rest on rating laurels and is scheduling almost as many mid-season changes as NBC & ABC. CBS's score in latest National Nielsen (for 2 weeks ended Nov. 11): 6 out of top 10 programs, and week-long average national audience level of 19.7 against NBC's 17.9, ABC's 14.1. However, program switches on other networks, Nielsen trends in 30 multi-network competitive markets which showed gains for NBC and ABC, helped keep CBS on its toes.

Here are key switches as well as key reasons-why in the mid-season program revisions, network-by-network:

• ABC Changes: *Roy Rogers-Dale Evans Show* (Sat. 7:30-8:30 p.m.), a sort of western vaudeville series, has yet to rope a rating, will be yanked Dec. 22. In its place, moving from similar time period on Fri. is *The Gallant Men,* Warner Bros. entry in current crop of WW II-revisited shows. Although latter show has not sparked strong ratings, or even full-network clearance, ABC hopes switch will do trick, is even returning Sun. 6:30-7:30 p.m. hour to stations as added lure.

Into vacated Fri. slot will go pair of reruns which ABC considers strong attractions for family (i.e., strong sprinkling of teen-agers in audience) viewing: *Winston Churchill-Valiant Years* and new crop of "selected episodes" from *Father Knows Best,* a series on which ABC holds network rerun rights. ABC is also yanking Warner-produced *Cheyenne* (Mon. 7:30-8:30 p.m.), but apparently hasn't lost its taste for horse opera; replacement, eff. Jan. 7, is *The Dakotas,* also from Warner Bros.

• CBS Changes: CBS has been blessed with some of season's new-show hits (*Beverly Hillbillies, The Lucy Show*) and plagued with some new series which have never gotten into rating orbit because of strong competition on NBC-ABC. Main CBS strategy, therefore, is matter of juggling shows into new time periods, with reluctant use of cancellation ax.

Sole clear-cut cancellation on CBS, at moment, is the Lever-Toni-sponsored *New Loretta Young Show,* apparently regarded as old-hat by viewers in Mon. 10-10:30 p.m. period. Eff. March 18, Loretta bows to *Password,* which will then bring number of Mon.-night "game shows" on CBS to total of 4, plus 3 situation comedies. *Fair Exchange,* transatlantic Desilu-produced situation comedy with a cute premise, is scheduled for yanking Dec. 28 from Fri. 9:30-10:30 p.m. slot, but is due to return next March in 30-min. format.

Friday slot on CBS across from ABC's durable *77 Sunset Strip,* vacated by *Fair Exchange,* will be filled by hour-long *Alfred Hitchcock Show* as part of CBS's grand program-rescue design. Chief reason for this move is that it opens Thu. 10-11 p.m. slot occupied by Hitchcock, enabling CBS to schedule *The Nurses* (Thu. 9-10 p.m.) an hour later—thus removing the soap-operaish hospital show from necessity of competing, for first half-hour, against NBC's high-rated *Dr. Kildare* (Thu. 8:30-9:30 p.m.). Fair-to-middling rating pattern so far on *Nurses* has shown distinct audience jump when *Kildare* goes off. Into Thu. 9-10 p.m. slot will go new hour-long *Twilight Zone.*

• NBC Changes: Most drastic shakeup in mid-season switches is due to occur at NBC-TV, which has decided that major strategy change is needed to battle game-&-comedy lineup on Mon. nights on CBS, and western-&-hospital lineup on ABC. Out are going pair of hour-long film shows in late Jan. which have dubious distinction of being among lowest-rated network evening series: *It's A Man's World* (Mon. 7:30-8:30 p.m.) and *Saints & Sinners,* a warmed-over version of "The Front Page" (Mon. 8:30-9:30 p.m.).

Into vacated 2-hour block will go new-to-TV feature movie package, programmed much as NBC's *Saturday Night At The Movies* is handled, eff. Feb. 4. Source of the movies is 20th Century-Fox. All the films are post-1957, most in color; titles include "Boy On A Dolphin," "The Enemy Below," and "Heaven Knows, Mr. Allison." Participation price is less than $25,000 per spot—a network bargain.

How will changes pay off? CBS is confident that it will hold lead, strengthened by judicious shuffles. NBC likes to point to rating edge in recent election coverage, growing strength for shows like *Eleventh Hour* and *Du Pont Show of the Week.* ABC, too, feels it has "trend strength" in shows like *Wagon Train, Combat, Dickens-Fenster* and *McHale's Navy.* In short, 2nd half of season's ball game is likely to be as hotly contested as opening periods.

COLLINS & TOBACCO—CHAPTER II: Outcome of Collins-tobacco controversy is quite unpredictable at the moment. NAB president's personal view that broadcasters should not run cigaret commercials "aimed at youth," because of "a serious hazard to health" (Vol. 2:48 p1), has brought him both antagonism & support from NAB membership.

ABC & NBC stated flatly that they disagree with Collins, while CBS said merely that matter is best handled by Code Board, which meets Dec. 11. Anti-Collins forces have seized on episode to urge non-renewal of Collins' contract, which has a year to run but must be renegotiated by end of this year. NAB Chmn. Clair McCollough, asked if there's any substantial move to unseat Collins, said: "Not that I know of." He said issue will be considered by Code Board and by NAB Board, latter meeting mid-Jan.

Basic issue is whether Collins should take personal positions on matters directly affecting TV-radio, without consulting NAB leaders. Rumors of NAB resignations proved false last week; one Code subscriber resigned, but it had indicated withdrawal plans before tobacco fracas.

One leading NAB member summed up situation in what is probably pretty good consensus of membership: "I can't imagine anyone would be so dumb as to demand his resignation. You've got to be against sin—against kids smoking, kids drinking, and so forth. Collins is entitled to his personal opinion. We have free speech. But the issue is who makes major policy and how to implement it. If you think that tobacco commercials are wrong, there's an easy way to go about it. You go to the tobacco people and they'll change it in a minute. They're glad to talk about it. That's what we did about beer commercials—and it worked out fine. I don't think the industry should get into a big public controversy about it."

There was speculation that Collins had inkling of report coming soon from special committee appointed by Surgeon General Luther Terry—that its conclusions would be bad for smoking. However: (1) Committee had first meeting few days ago, and Terry said initial report won't come for 6 months, final report about a year. (2) Public Health Service is already on record with warning on smoking.

Another top broadcaster concluded: "Collins was really sounding like a broadcaster lately. Why did he have to go and do that? The man certainly isn't timid. That's wonderful. But why didn't he check with the industry first?"

Collins' comment last week: "I haven't changed my views. I plan to recommend Code changes to the Code Board. Has anyone mentioned CBS's splendid documentary "The Teen Age Smoker"? It furnished substantial documentation which underlies my views. No one has indicated to me that he wants me out of the job. In fact, we have received a great many commendations—many of them from broadcasters."

PLUMMER NEW FCC STAFF STRAW BOSS: One of more controversial recommendations regarding FCC organization, proffered by management team of Booz, Allen & Hamilton (Vol. 2:18 p3), was establishment of an "Executive Director." But Commission apparently shares not at all the concern of some that man in slot will become an all-powerful policy maker.

It resolved situation in least controversial way, by unanimously voting job to one of most respected staff members—Curtis B. Plummer, chief of Safety & Special Radio Services Bureau—and by making him "directly responsible to the Commission under the supervision of the Chairman." BA&H had recommended he be "located in the personal Office of the Chairman." FCC gave Plummer 3 duties:

(1) "To provide sustained administrative leadership & coordination of staff activities in carrying out the policies of the Commission, through over-all supervision & coordination, but not control, of such staff activities . . .

(2) "To review with the Commission and with the heads of the several bureaus & offices, the program & procedures of the Commission and to made recommendations . . .

(3) "To assist the Chairman in carrying out the administrative & executive responsibilities delegated to the Chairman as the administrative head of the Agency . . ."

FCC officials say, informally, that job is virtually 100% what BA&H recommended, noting that consultants' report said that Executive Director "should not create or determine policy, but he should insure that Commission policies are carried out faithfully & efficiently."

Fact is, of course, that position is bound to have some impact on policy—if merely through timing & scheduling of work. But commissioners are understandably wary about impingements on their prerogatives, will keep close tabs.

No staff member has had broader high-level experience at FCC than Plummer. An engineer, he joined FCC in 1940 as radio inspector in Boston. He became chief TV engineer in 1945, chief engineer of Commission in 1950, chief of Broadcast Bureau in 1955, before heading Safety & Special Bureau. He's 50—and a Republican.

FCC also abolished its Office of Administration, named its head, Executive Officer Robert W. Cox, Asst. Executive Director, placed his staff under Plummer.

Another FCC appointment was designation of William Ray as chief of Complaints & Compliance Div., succeeding John Harrington (now Asst. Gen. Counsel). Ray joined FCC in Sept. 1961 after 26 years as top-notch NBC newsman in Chicago, 2 as owner of radio KASI Ames, Ia.

With Comr. Craven expected to leave post before long, his legal asst. Robert Koteen was assigned to general counsel's office in administrative laws & treaties div., his engineering cast. Fred Heister to new space communications office.

Probabilities are that Craven will leave when he reaches retirement age of 70 Jan. 31—taking top space-consulting job with govt.—succeeded as commissioner by Broadcast Bureau Chief Kenneth Cox.

WAVY-TV SALE BLOCKED; FCC ASSAILS 'PROMISES': "This should end blue-sky promises in comparative hearings." That's comment of high-level FCC staff member, following Commission's action last week, ordering a hearing on application of WAVY-TV (Ch. 10) Portsmouth, Va. to Gannett Co. Hearing will explore, FCC said, promises made by WAVY-TV principals, during original comparative hearing, about their plans to participate in operation of station.

Commission asserted that testimony of many WAVY-TV principals, regarding their plans for spending substantial time (15-20 hours weekly) on station problems, was of "critical importance" in decision giving them Ch. 10. Now, FCC said, it looks as if few of promises were carried out. Then, Commission laid it on:

"The Commission has long held that a licensee cannot act improperly in the broadcast field and, when challenged, simply sell his station at a profit or without a loss; if this were permitted, such a licensee would have little reason to obey the Act, the Commission rules or policies, or serve the public interest, since the worst that would happen to him is that he might have to sell his station. We believe that this principle, while not directly in point, is applicable here. We do not believe it to be in the public interest to permit a licensee to sell his station (particularly at a profit), when there is a serious question as to whether the licensee failed to carry out integration [of ownership & management] representations, with apparent serious consequences on fulfillment of programming representations. To permit such an assignment, with the knowledge or serious possibility that important representations made in the comparative hearing were not kept, would subvert the integrity of our comparative hearing process. Representations made to us in that process are not to be put forth as a part of 'gamesmanship' or for tactical advantage: They must be seriously advanced and seriously regarded in actual operation."

Attack on WAVY-TV sale had been led by Beachview Bcstg., WAVY-TV's original Ch. 10 opponent. However, Beachview recently told FCC it was ready to quit fight—upon payment by WAVY-TV of $98,750 for expenses—but Commission flatly turned down the deal, called it "wholly improper."

To drive home its point in WAVY-TV case, FCC in separate action started rule-making, applicable to everyone, designed to make stations keep Commission better informed of changes. It proposed amending Sec. 1.304 of rules "to make clear that the applicant is responsible for the continuing accuracy and completeness of his material representations to the Commission and that this requirement applies not just to the application but also to any matter of decisional significance in any Commission proceeding involving the application."

'PAGEANT' MAY SPUR PAY-TV-TYPE SYSTEMS: Brilliant success of Nov. 29 closed-circuit "American Pageant of the Arts" telecast—most publicized & elaborate event of its kind—may well have long-range impact on theater TV, pay TV, CATV. Purpose of affair was to kick off fund-raising campaign for $30-million National Cultural Center in Washington.

Some 350,000 viewers, including many of nation's civic, business & cultural leaders, witnessed some 2½ hours of performances by nation's best, and you can expect them to be receptive to more & more pay-TV-type approaches.

In addition to big screens in auditoriums, ballrooms, etc., in some 65 cities, there were 22 CATV systems, plus pay TV in Hartford & Toronto. It was a technical tour de force for Nate Halpern's Theater Network TV, an artistic triumph for producer Robert Saudek. Only complaints were "too long" and, in Washington's massive Armory (attended by President & Mrs. Kennedy), "can't hear." Next day, Halpern said that nationwide reports were "excellent."

NAB decided to fight FCC's Omaha local-live hearing (Vol. 2:48 p4) by participating—rather than by attempting court block. NAB counsel met with Omaha station principals and their counsel last week, decided on plan. It's expected NAB staff will advise station witnesses. Said NAB Pres. Collins: "It should be made clear that the objections relate to the nature of the proceedings. I am confident that the hearing will demonstrate that the Omaha stations have done an outstanding job of service to the public in their community." FCC made important change in Omaha procedure, compared with Chicago case—by giving station witnesses considerable legal protection—counsel at their side, having right to advise and to object to questions but not to examine or cross-examine. In dissent to FCC action ordering Omaha hearing, Comr. Hyde said: "I know of no reason why Omahans should require the assistance of the Commission in seeing that what they look at and hear is what they need. On the other hand, I think there are many reasons why the Commission should not interfere in the operation of competitive services or in the process of democratic choice. There may be reasons at times to be impatient with the process; however, as opposed to the results which could reasonably be expected under the controls of paternalism, it conduces to vitality & independence of expression."

ABC-TV's Nixon "obituary" on Howard K. Smith program (Vol. 2:48 p2) brought comment from House Commerce Committee member Avery (R-Kan.), who defended broadcasting's freedom from govt. censorship but urged public to "express their displeasure and understandable indignation" to ABC-TV & affiliates. He attacked Smith for editorializing in news presentations, said show was "simply another way of portraying his contempt for Richard Nixon and conservatives generally." Network's management will now have to "weigh its public responsibility against such program policy," Avery concluded.

ETV & telecommunications are probable prospects for Senate Communications Subcommittee hearings early next session. Group wants to check on progress of HEW's ETV program, presently dormant due to lack of appropriations, also will call on FCC and Telecommunications Dir. Irvin Stewart for recommendations for formulating orderly communications policy. Plans were reported in Senate Commerce Committee report of activities during 87th Congress, available from Govt. Printing Office, Washington 25.

Direct TV satellite broadcasts could begin before 1970 if development begins soon on satellite transmitter, team of RCA engineers reported at recent American Rocket Society meeting (Vol. 2:28 p4). Group said transmitter is only major component of such a system not now under development. Lack of air or water for cooling of transmitters' high-powered tubes makes necessary the development of new technique—possible radiation cooling—study group reported.

Average TV station wages rose 7%, radio stations 4%, over past 2 years, NAB reports. Nationwide TV average this fall ranged from $76 for floorman to $276 for sales mgr.; radio average ran from $69 for traffic mgr. to $174 for sales mgr. NAB Broadcast Management Dept. Mgr. James H. Hulbert said largest increase during period was for TV news directors, whose salaries rose 11.3% to $167 weekly.

Double-pronged attack on bans on broadcast coverage of govt. proceedings came from NAB last week. Pres. Collins told Me. Bcstrs. Assn. that freedom to hear & see, as well as to speak & write, comprises "right of communication" which must be protected. Asserting that blocks to broadcasting exist at all levels of govt., he said that whenever right of equal access is denied, people's right of communication is more seriously impaired. Speaking on Westinghouse Bcstg's *Focal Point Forum* in Boston, he called microphone & camera "the extended eyes & ears of the public," said where the people have right to go, broadcaster should be allowed to go in their place. NAB Planning & Development vp Howard H. Bell urged Miami Beach meeting of judges to throw their weight into battle against Canon 35. He told panel at National Assn. of Municipal Judges convention that ban on broadcasters in courtrooms is outdated & discriminatory, deprives public of its right to know.

Narrowing of cultural gap between fine arts and mass entertainment is due in part to TV and radio, CBS Pres. Frank Stanton indicated in "Great Issues" lecture at Dartmouth College Nov. 26. He pointed out that new techniques of mass communications—paper-back books, long-play records, etc.—had brought great art, great writings, great music, within reach of mass audience. TV can take credit, he said, for boom in national popularity of N.Y. Philharmonic, and he doubted that "awareness of the Philharmonic extended much beyond the Hudson 50 years ago." He countered argument that TV provides so much escapist fare that people are reading better books, cited a library boom in classics, histories, commentaries because of TV dramas & documentaries. He also promised that "this whole question of how tastes are created & developed" will get considerable CBS "research attention."

Less secrecy by federal regulatory agencies could be boon to govt. & public, according to a U.S. Administrative Conference committee. Group contended agencies could speed up their work by releasing some of information they gather during investigations. Committee said much data is "routinely classified as confidential," although disclosure would bring "overall gain to the administrative process." Conference is an advisory "watchdog" group of govt. & industry lawyers and others, seeking methods of streamlining federal agencies.

Disclosure of Congressional holdings in private firms would be required under proposal by Sen. Case (R-N.J.). He criticized "double standard" of ethics which allows Congressmen to own interest in businesses which can be affected by legislative action, while requiring cabinet officers & others to divest themselves of possible conflict-of-interest holdings.

FCC let stand $4,000 forfeiture against WCUY(FM) Cleveland Heights, O. (Vol. 2:26 p7). Pointing out that it had already reduced fine from $8,000, Commission denied station's application for further reduction. Station was charged with testing new transmitter without notification and broadcasting on new frequency without authorization.

Existing stations will be exempt from part of new FM rules (Vol. 2:31 p2), FCC announced. Commission said new limitations on antenna height & power will apply only to new stations or changes in present facilities, because "tremendous losses in existing service which would result would outweigh the possible gains."

Personals

James L. Middlebrooks, ex-broadcast consulting engineer and former King Bcstg. engineering & planning dir., rejoins ABC as engineering facilities dir. . . . **Hank Davis** promoted to Storer Programs Inc. national marketing mgr.

Henry Grossman, ex-NTA vp, appointed ABC-TV national film & video recording services dir. . . . **Bruce McLeod** promoted to CTV TV station relations mgr., a new post.

Donald L. Chapin, Taft Bcstg. sales vp, elected to TvB board . . . **Don B. Curran,** ex-ABC-TV o-&-o stations advertising & publicity mgr., named gen. mgr., radio KGO San Francisco.

Gloria Coe, confidential asst. to FCC Chmn. Minow, marries N.Y. attorney Paul Klein Dec. 30, will live in N.Y.; she'll be succeeded by **Dorothy Counts,** secy. in Minow's office.

Joseph Goodfellow, WRC-TV-AM-FM Washington vp & gen. mgr., elected Md.-D.C. Bcstrs. Assn. pres. . . . **James C. Hanrahan,** WEWS Cleveland gen. mgr., elected Ohio Bcstrs. Assn. pres. . . . **Henri Audet,** CKTM-TV Three Rivers, Que., re-elected French-language Bcstrs. Assn. pres.

George C. Huntington promoted to exec. vp, **Jack O'Mara, Jacob A. Evans, William B. Colvin & William B. MacRae** elected vps, of TvB . . . **Leo M. Brody,** ex-T.V. Stations Inc., appointed TV Affiliates Corp. station relations mgr.

Francis H. Conway, ex-WDAU-TV & radio WGBI Scranton, Pa. gen. sales mgr., named to similar post with WTEV Providence, R.I. . . . **Eric S. Bremner** promoted to asst. to vp, King Bcstg. Co. broadcast div., Seattle.

David L. Morris, ex-Monsanto Chemical product promotion supervisor, appointed KMOX-TV St. Louis sales service mgr. . . . **Jack Jacobson** promoted to KGUN-TV Tucson production mgr.

Allan Wallace, ex-Video Tape Productions, appointed Video Tape Unlimited sales vp, N.Y. . . . **John F. Wade,** ex-Avery-Knodel, named WFIL-TV-AM-FM Philadelphia research dir., **Lou Frankel** appointed publicity dir.

Obituary

Roy S. Durstine, 75, a founder of BBDO and pres. of Roy S. Durstine Inc. agency, died in N.Y. Nov. 28. A 1908 Princeton graduate, he was PR dir. for Theodore Roosevelt's Bull Moose Party Presidential campaign in 1912. He was American Assn. of Advertising Agencies pres. 1925-26, received first annual Radio Advertising Award in 1936. His widow, a son, 2 daughters, survive.

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U.S. broadcasters who beamed VOA messages to Cuba during emergency come to Washington Dec. 4 to receive thanks in person from President Kennedy & USIA Dir. Murrow.

American Legion's Americanism Award has been presented to Crosley's WLWI Indianapolis, only TV station ever to receive the award.

Mort Bassett & Co., radio-TV reps, opens new office, 400 N. Michigan Ave., Chicago, with John Erickson & John Shelton.

"TV's 'honest eye' may be deceptive," *Washington Post* TV Editor Lawrence Laurent opines in recent column. He questions contention of *Meet the Press* moderator Lawrence Spivak that TV camera unfailingly reveals true character of a person. Prime example of fallacy of this argument, Laurent notes, was Charles Van Doren, of quiz show scandal notoriety. Conceding that TV will be big factor in future political campaigns, he says it will be found that medium is "only one index" to true character or ability of a candidate.

Telstar called it quits last week, as it communications unit ceased functioning, apparently for good. Bell engineers first reported trouble 2 weeks ago in turning satellite's receiver & transmitter, which handles TV, on and off. Last week, system stopped working completely. Unless Telstar unexpectedly comes back to life, transatlantic telecasts will be out until RCA's Relay is launched this month (Vol. 2:42 p4). A second Telstar may be launched next spring, Bell said.

FCC reversed 1954 decision allowing WSPA-TV (Ch. 7) Spartanburg, S.C. to move transmitter from Hogback Mt. to Paris Mt. In supplemental decision, Commission supported protest by WAIM-TV Anderson, S.C., and agreed with examiner's earlier supplemental decision that WSPA-TV failed to justify move to Paris Mt.—"which would result in the curtailment of service from that originally proposed." Station is operating from Paris Mt. under FCC authority until Dec. 10.

FCC denied WTEN Albany's petition to relocate 31 miles southeast of present site. Noting that move would put transmitter less than required 170 miles from co-channel WJAR-TV Providence, Commission refused to waive rules despite WTEN's contention that it would protect WJAR-TV's signal. FCC said public interest wouldn't be served because WTEN would lose about 43,192 viewers in making move.

N.Y. statewide ETV network has been proposed to Board of Regents in special study calling for 10-year, $15-million program to establish stations in 27 areas, build microwave facilities. Study made by Glenn Starlin, consultant on TV in higher education, also recommended development of closed-circuit systems on state university campuses and some other colleges. He suggested state grant $2,270,500 initially in 1963-64 fiscal year.

Pay TV & communications satellites are featured in Fall *Journal of Broadcasting,* FCC General Counsel Max Paglin outlining satellite regulatory and international problems. James A. Brinton & Richard F. Carter discuss effects of pay TV in changing TV industry's image. *Journal* is available for $6 per year from Assn. for Professional Bcstg. Education, U. of Southern Cal., University Park, Los Angeles 7.

TV-radio role in Miss. riots has been investigated by FCC. Commission is readying report on actions of 25 stations in dozen Miss. communities, after receiving complaints that broadcasters helped flame riots. FCC said 3 types of complaint were examined: (1) Stations used to incite riots. (2) Unbalanced reporting by stations. (3) Illegal use of walkie-talkies by some rioters.

NBC's controversial program on Berlin tunnel (Vol. 2:43 p5, 44 p6) will be telecast 8:30-10 p.m. Dec. 10. Originally scheduled for Oct. 31, show was postponed because of "critical international situation."

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

RCA SHELVES 90-DEGREE COLOR TUBE: TV set & tube manufacturers were thrown into turmoil at week's end by totally unexpected announcement from RCA Tube Div. that deliveries of 90-degree round color tubes will be held up for "approximately 9 to 15 months."

Telegram to RCA's set manufacturing customers Fri. afternoon (Nov. 30) informed them that delay is "due to technical difficulties encountered during pilot production." Official RCA statement said introduction was postponed because "it is now recognized that the goals of reliability established for the 90-degree tube have not been fully realized." Announcement said RCA will continue to produce current 70-degree tube.

RCA telegram caught set makers with their tooling down. New short tube was to have started flowing from RCA plants during first quarter, in time for mid-year set introductions. Every manufacturer had been designing chassis & cabinets for new short color tube. Now they'll have to use older designs to accommodate present 70-degree tube, which was to have been discontinued.

RCA's competitors & picture-tube business were stunned. National Video, Sylvania & Rauland had announced they would start color production next year, in 90-degree round version. Had they run into same problems as RCA? How would decision affect their plans? Could they possibly go it alone with 90-degree design which is giving RCA so much trouble? Or would they start production with old 70-degree version? Or postpone start of color tube output? Initial reactions at National Video & Sylvania were non-committal, and Rauland officials were unavailable.

Even if no "technical difficulties" with 90-degree round tube are encountered by RCA's competitors, there's some question whether they can economically produce this tube type now, in view of fact that their orders for 90-degree bulbs—at least during first year—would be in relatively low quantity, thereby vastly increasing costs.

There was speculation in industry last Fri. whether 90-degree round tube would ever be produced. Corning told tube makers last summer that it hoped to have sample quantities of 25- & 19-in. rectangular color bulbs early next year, production quantities a year later if wanted. Does this make it more desirable to drop 90-degree round and concentrate on developing rectangular tube? Or will far more severe problems crop up in rectangular tube designing? It's long, hard road from bulb to tube, particularly in color. (RCA's statement concluded: "Our efforts are being intensified to solve these technical problems in order to achieve our goal of a 90-degree tube which will provide the TV industry with the same high standards of quality as the present 70-degree tube.") There were no immediate answers, and there will be none for some time.

What went wrong to cause such a lengthy postponement at final stages of development program which started 2 years ago? One source indicated problems were in color registration & convergence at outer edges of wide-angle tube's screen. It's known that final decision was made last Wed. night or Thu. morning after re-evaluation which one source close to RCA termed "most agonizing."

There's one silver lining—if you belong to the camp which thinks that tube shortage will be bottleneck in color TV next year: With discontinuance of pilot production & tooling up for 90-degree, more of RCA's tube capacity is now released to make greater quantities of color tubes.

EIA SEES EXPANDING CONSUMER FIELD: EIA Pres. Charles F. Horne predicted last week that 1963 consumer electronics sales will set new record at factory level, exceeding 1962's record by $200 million. Consumer product members of EIA, meanwhile, at group's winter meeting in San Francisco, made plans to aid this expansion in fields of uhf, FM stereo & hi fi.

Horne said factory sales of entire electronics industry should hit a walloping $15.1 billion next year, and gave these year-by-year comparisons of 4 major industry segments:

	1961	1962	1963
Consumer	$2.1 billion	$2.3 billion	$2.5 billion
Industrial	2.2 billion	2.4 billion	2.7 billion
Military	7.0 billion	7.6 billion	9.0 billion
Replacement	.8 billion	.8 billion	.9 billion
TOTAL	$12.1 billion	$13.1 billion	$15.1 billion

Among EIA's actions touching on consumer field:

Definition of "high fidelity" was approved by phono manufacturers and will be submitted to FTC in January. Designed to apply to packaged phonos, it would become effective with 1965 lines, if accepted by FTC. Definition wasn't made public, but it's understood to qualify as high fidelity all phonos with frequency response of 100-8,000 cycles or better and music power rating of 5 watts or more. Vote favoring definition was 17-3, and it's believed that some objections were aimed at minimum power ratings by manufacturers who claimed that power has little bearing on fidelity.

Go-ahead for voluntary program of set manufacturer monitoring of FM stereo stations to assist FCC in checking adherence to its standards was given by consumer products div. & broadcast equipment section. Details must be worked out & submitted to FCC.

EIA's radio section heard plea for support of FM stereo stations by set manufacturers—in terms of sponsorship & promotional assistance—by Gary Gielow & James Gabbert, co-owners of San Francisco's KPEN-FM, who pointed out that more than 70% of FM stereo stations are operating in red.

Public relations campaign aimed primarily at consumer & dealer understanding of uhf, but also geared to entire consumer electronics field, will be studied by task force consisting of Olympic's Morris Sobin, chmn. of EIA consumer products div., Philco's Armin Allen, Motorola's Edward R. Taylor & unnamed representative of private-label manufacturers. EIA consumer products staff dir. L. M. Sandwick announced that he has completed full study of all present & past uhf telecasters, CP-holders & applicants, to be made available to members after printing.

Consumer products div. will oppose filing by EIA's land mobile communications section with FCC —first time one EIA group has fought another before govt. body. Issue is petition by latter group to have Ch. 14 & 15 deleted from uhf TV band and assigned to mobile communications. Commented consumer products Chmn. Sobin: "TV has a long-range need for all channels assigned to it."

SET MAKERS NET BIG 9-MONTH GAINS: TV-radio manufacturers barreled into 1962's final quarter at record-making pace, propelled by impressive 9-month sales & profit gains over 1961's corresponding Jan.-Sept. period. With big holiday buying season dead ahead, and reports of booming Oct. & Nov. sales coming in, peak sales and/or profits obviously loom for majority of set makers.

Our analysis of 12 TV-radio set manufacturers produced this salubrious capsule of 9-month performance: (1) Six set sales records. (2) Four had peak profits. (3) Only one of 12—Andrea Radio—failed to increase sales over year-earlier period. Andrea, however, did improve earnings. (4) All but one—Admiral—netted profit gains. Admiral had impressive sales gain, but declined in profits largely because of "unprecedented investment in expanded color TV facilities" (Vol. 2:48 p11).

Eight manufacturers who concentrate on home electronic products—Admiral, Andrea, Arvin, Magnavox, Motorola, Muntz TV, Wells-Gardner, Zenith—produced combined 9-month sales of $850,102,381—up more than $149 million from $700,856,397 in 1961's Jan.-Sept. period. Their profits rose by more than $7 million to $31,485,111 from $24,237,380. Motorola, Magnavox & Zenith scored record sales. Magnavox & Zenith also had record profits.

Equally impressive were sales & profit gains of 4 giant multi-product companies in which TV-radio products account for only a portion of over-all volume. Combined 9-month sales of GE, GT&E (Sylvania), RCA & Westinghouse boomed to $7,147,172,000 from $6,408,006,000. Their combined profits soared to $313,200,000 from $251,683,000. GE, GT&E & RCA had record sales. GT&E & RCA also had record earnings.

Sizable sales gains were registered by 11 of 12 companies that improved over Jan.-Sept. 1961. Magnavox shot ahead 53% to record $136.5 million from $89.3 million. Zenith jumped 21% to record $227 million from $187.8 million Motorola gained 18% to record $244.7 million from $207.7 million. RCA increased 16% to record $1.266 billion from $1.090 billion. GE gained 11% to record $3.483 billion from $3.138 billion. GT&E moved up 9% to record $970.8 million from $792.3 million. Admiral declined in earnings but boosted sales by more than $10 million to $146.6 million from $135.9 million. Only sales decline was posted by Andrea—to $3.9 million from $4.6 million.

Muntz TV, which operates on fiscal year, closed its 1962 year Aug. 31 with record sales & sharp jump in profits (Vol. 2:44 p10). For comparative purposes, Pres. Wallace Kiel furnished us with special 9-month, Jan.-Sept. figures. They show 25.9% sales jump to $8.9 million from $7.8 million in Jan.-Sept. 1961. Earnings rocketed 133.6% to $706,320 from $302.389.

Profit gains of 11 companies that topped year-earlier earnings also were impressive. Westinghouse was up 60% to $40.1 million from $25 million. Magnavox boomed 58% ahead to record $6.9 million from $4.3 million. RCA gained 44% to record $34.3 million from $23.8 million. Motorola rose 42% to $9.1 million from $6.4 million. Zenith was up 17% to record $11.6 million from $9.9 million. GE rose 19% to $179.5 million from $151 million. GT&E climbed 14% to record $59.3 million from $51.9 million. Wells-Gardner rose sharply to $722,000 from $487,000. Only profit decliner, Admiral, dropped to $548,216 from $1.4 million. Andrea, despite sales slip, pushed profits to $216,010 from $199,782.

With only a few major TV-radio manufacturers still to be heard from—Emerson, TraVler, Pacific Mercury, Packard Bell—here's 9-month performance of 8 volume producers, compared with 1961's first 3 quarters:

	Sales		Earnings	
	1962	1961	1962	1961
Admiral	$146,566,985	$135,877,427	$ 548,216	$ 1,390,664
Andrea Radio	3,851,920	4,623,972	216,010	199,782
Arvin	63,541,704	50,858,262	1,747,813	1,180,930
Magnavox	136,500,000	89,293,000	6,856,000	4,333,000
Motorola	244,700,845	207,703,769	9,098,080	6,416,892
Muntz TV	8,911,395	7,770,564	706,320	302,389
Wells-Gardner	19,024,000	16,945,000	722,000	487,000
Zenith	227,005,532	187,784,403	11,590,672	9,926,723
TOTALS	$850,102,381	$700,856,397	$31,485,111	$24,237,380

Here's 9-month performance of 4 multi-product giants:

GE	$3,483,153,000	$3,138,046,000	$179,495,000	$150,994,000
GT&E (Sylvania)	970,770,000	792,348,000	59,276,000	51,877,000
RCA	1,265,500,000	1,090,100,000	34,300,000	23,800,000
Westinghouse	1,427,749,000	1,387,512,000	40,129,000	25,012,000
TOTALS	$7,147,172,000	$6,408,006,000	$313,200,000	$251,683,000

TV-RADIO PRODUCTION: EIA statistics for week ended Nov. 23 (47th week of 1962):

	Nov. 17-23	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	109,260	117,781	133,303	5,931,753	5,597,533
Total radio	358,880	431,255	381,856	17,416,781	15,528,648
auto radio	180,686	185,107	139,078	6,395,028	4,909,658

CUSTOMS WHACKS IMPORTERS: Importers of low-priced Japanese radios were clobbered last week by U.S. Customs Dept. ruling which establishes minimum valuations for duty purposes. Although values were set for all types of Japanese radios (through 10-transistor units) and other electronic equipment, it apparently is minimum valuations on 6-transistor radios which will hurt most, perhaps to point of bankrupting some smaller importers—since new valuations are understood to be retroactive to April 1961.

Customs obviously suspects hanky-panky such as double-billing by radio importers. Its minimum valuations on 6-transistor radios, based on Japanese quality rating scale: Class A radios, $7.30; Class B, $6.80; Class C, $6.30. Class C radios currently are coming in from Japan with FOB billing of $4.50-$5.50. The 12½% duty had been computed at this price. Now Customs will bill duty—retroactively—on $6.30 minimum.

Move is a delayed answer to Japanese govt.'s discontinuance in April 1961 of "check prices"—minimum prices at which radios could be sold for export. If Customs ruling sticks, it could be big boon for transistor radio industry in Hong Kong & Okinawa, whose products so far appear unaffected by ruling, since these areas never had check prices in first place.

Some of larger brand-name importers appeared happy with ruling, since they specialize in more profitable, higher-priced radios. Although Japanese govt. & some U.S. importers probably will try to persuade Customs to rescind or modify action, best appraisal is that next move is up to Japan. It could re-establish check prices or take other action to reassure U.S. govt. that it is policing integrity of prices on which duties are levied.

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Characteristics of 10 TV receivers, as determined by FCC Labs, are reported in Report L-6201, available from Chief Engineer's office. Commission had asked manufacturers to give samples of best-performing sets. It said purpose was to get idea of what public might hope for "at some future time." Sets were received from Du Mont, Emerson, GE, Motorola, Philco, RCA, Sylvania, Westinghouse, Zenith, one private label. Tabulations cover noise, selectivity, image ratio, intermodulation interference, oscillator drift, oscillator radiation, sweep circuit interference, VSWR.

EIA is trying to woo parts manufacturers who are now members of smaller trade groups. At last week's winter meeting in San Francisco, EIA board approved plan to develop new division for "distributor-oriented manufacturers"—those who sell primarily through parts jobbers. EIA estimates there are 200 such firms. Board also approved split up of tube & semiconductor div. into 2 divisions—reflecting increasing divergence of interests between makers of tubes & semiconductors.

Excellent roundup of consumer electronics industry in Far East is featured in Nov 26 *Electrical Merchandising Week;* written by consumer electronics editor Don Rubin (whose Japanese name is "Swift Dragon"), it's based on his observations & interviews during recent trip to Japan & Hong Kong. Reprints available from McGraw-Hill.

Cartridge tape recorder will be introduced next June by Webcor, stockholders were told last week in Chicago. However, unlike Minnesota Mining's cartridge recorder (Vol. 2:46 p9), this one will be designed for personal use, battery-operated, and not primarily for music reproduction, according to Webcor officials. Webcor Div. Sales Mgr. George Simkowski predicted that within year "75% of our volume will be realized in tape recorder products," including console instruments with tape recorders. He said company's Montgomery Ward contract has already resulted in $250,000 worth of sales, and that Webcor will soon have complete hi-fi component line. Company has operated at break-even point for first 5 months of fiscal year, stockholders were told.

Kimcode tubes are in pilot production by Sylvania, according to company's cautious announcement. Tubes now being made are in 23-in. size and "19- & 16-in. tubes will become available in the near future." Sylvania has been identified as one of 3 tube makers (others: GE, National Video) supplying Curtis Mathes with Kimcode tubes. No other set manufacturers are known to have decided on the new tube type. Sylvania also announced last week pilot production of 2 low-drive 19-in. tubes, in 114- & 92-degree deflection, offering alternatives of brighter pictures or lower video drive.

Good business (continued): Motorola reports 10% increase in Oct. business over Oct. 1961, and projects Nov. business 25% ahead of last year. Motorola Consumer Products Inc. Pres. Edward R. Taylor praised industry for refraining from "widespread liquidation" in face of relatively slow business in first 3 weeks of Oct., forecast "very strong" business rest of year. Packard Bell reports 48% increase in Oct. consumer product sales, correcting error in its statement of last week (Vol. 2:48 p9). Arvin radio sales are running 30% ahead of year ago, phonos 50% ahead.

Chicago will be scene of most distributor conventions and new-set showings. Admiral was first to hold convention, showing wares to distributors at plant Nov. 30. Among others, Philco will meet distributors in Chicago this month; Zenith, Dec. 3-4, Drake Hotel; Motorola, Dec. 7, Edgewater Beach Hotel; RCA, Dec. 13, Edgewater Beach. Magnavox will be showing as usual at next month's International Home Furnishings Market, Merchandise Mart.

Heavy advertising for Minnesota Mining's $450 cartridge tape recorder (Vol. 2:46 p9) has broken in St. Louis test market, with 4-page ad in Nov. 25 roto section of *Post-Dispatch* and 4-page inserts in St. Louis county circulation of *Saturday Evening Post* Nov. 24. Famous-Barr & Aeolian Co. stores are carrying the recorder. AM & FM stereo radio spots will also be used.

Motorola's TV unit sales climbed 10% in Oct. from year-ago month & are expected to jump 25% in Nov. from Nov. 1961. Consumer Products Pres. Edward R. Taylor said stereo sales followed similar pattern. He said Oct.'s TV volume was 2nd highest Oct. in Motorola history, compared 10% gain with "1.7% increase over Oct. 1961" by "industry as a whole." Noting sales spurt in Oct.'s final week, Taylor said "now it looks like sales for the rest of the year should be at very strong levels."

Canadian TV set sales rose 21.5% in first quarter 1962 to 127,138, TvB of Canada reports. Only 6%—7,885 sets—were imports. Radio sales dropped 11.9% in quarter.

Mergers & acquisitions: Studebaker stockholders approved acquisition of Minneapolis appliance maker **Franklin Mfg.** (Vol. 2:42 p7) and $40-million sale ($29 million cash, 1,333,333 Studebaker common shares) became effective Nov. 16 • **ITT** plans to acquire for $17.8 million in common & preferred stock "substantially all the assets" of **General Controls Co.**, Glendale, Cal. maker of automatic control devices. General Control would operate as subsidiary of ITT's U.S. Commercial Group and give ITT "a broad base of electro-mechanical devices on which to build for worldwide position," Pres. Harold S. Geneen said • **Corning Glass** has acquired "a substantial minority interest" in **Signetics Corp.**, closely-held Sunnyvale, Cal. manufacturer of electronic circuits • **Maremont Corp.** will ask stockholders at special Nov. 28 meeting for authority to increase its holdings of **Gabriel** shares. Maremont now holds 50.8% or 373,518 of Gabriel's 734,991 outstanding common shares. Ownership of at least 80% is needed to permit consolidation of the 2 companies, Maremont official said • **Emerson** sold its **Emertron** subsidiary to **Litton Industries** (Vol. 2:47 p11) for estimated $7,961,000 in stock & debentures. Subject to approval of Emertron stockholders at Nov. 30 meeting, Litton will acquire Emertron's assets for $3.2 million of subordinated convertible debentures, 79,000 common shares, 1,975 shares representing a 2½% stock dividend payable Dec. 17. Transfer date is scheduled for Dec. 3. Emertron will retain $1 million cash, which will be distributed to stockholders. Emertron is 86% owned by Emerson • **Avnet Electronics** has completed purchase of substantially all assets of **Hamilton Electro**, Los Angeles distributor of electronic components & devices (Vol. 2:39 p11) • **Packard Bell Electronics** & **Marquardt Corp.** have terminated their merger discussions (Vol. 2:43 p12) because "a mutual exchange of information indicates that our respective operations could not be joined in the manner we had hoped," Packard Bell Pres. Robert S. Bell & Marquardt Pres. Roy E. Marquardt reported • **Beckman Instruments** plans to acquire **Vector Mfg.**, Southampton, Pa. manufacturer of telemetery components, for stock valued at more than $7 million. Merger is subject to approval of Vector stockholders.

Appliance sales, "in defiance of seasonal trends, promise to wind up a strong year with an extra-strong finish," noted Nov. 29 *Wall St. Journal*, adding: "Survey of appliance makers & retailers across the country show their appliance sales currently running anywhere from 5% to 20% ahead of a year ago, with the average up about 10%. If these gains continue, as most sellers now think they will, full-year volume could be the industry's best since record 1956." Appliance sales traditionally "start to decline or at least level off at this time," *Journal* noted, but "this year, to the surprise of both manufacturers & retailers, quite the opposite is happening."

Philco has started $500,000 modernization program at its Watsontown, Pa. TV-radio-phono cabinet plant. Renovation is slated for completion by late spring. Watsontown plant also builds cabinets on contract for other manufacturers.

International Electrohome, U.S. company formed by Canada's Dominion Electrohome Ltd., will open N.Y. office & showroom at One Park Ave. Dec. 3. Charles W. Gavin has been named sales mgr. Warehouse will be opened in Jersey City, N.J.

Trade Personals

George Haggerty, Univac, elected to EIA board, representing industrial electronics div.; **J. A. (Shine) Milling**, Howard W. Sams & Co., named by EIA parts div. as representative on board of Electronics Parts Show, succeeding **John Thompson**, formerly of Raytheon, now with ITT.

Charles E. Beck, Philco pres., appointed expansion program chmn. of Junior Achievement of Delaware Valley Inc., will head fund-raising campaign to establish additional Junior Achievement Centers for instruction of high school students in fundamentals of American business system.

James L. Myers, 72, Clevite chmn. & one of 4 founders 43 years ago of predecessor Cleveland Graphite Bronze Co., plans to retire, will not stand for re-election as a dir. at annual meeting in April.

George W. Dick, former RCA division vp, appointed C-E-I-R exec. vp.

Donald O. Corvey named RCA Electron Tube Div. purchasing agent, succeeding **Thomas J. Scanlon** who will handle special assignments for vp-gen. mgr. **D. Y. Smith**; **William C. Dove** succeeds Corvey as kinescope operations purchasing mgr.

John J. Graham, ITT vp, appointed area gen. mgr.-North America, which embraces ITT's U.S. Commercial Group & U.S. Defense Group. Former RCA executive will be responsible for ITT's consolidated U.S. & Canadian manufacturing, marketing, research & service operations.

Jack Dubler, Churchill Stereo pres., also appointed chmn. of newly formed exec. committee.

William L. Houlihan named pres. of P. R. Mallory's Radio Materials Co. Div., succeeding **Richard D. Bourgerie**, resigned; **Robert M. Merritt** appointed division exec. vp.

John J. Bohrer elected International Resistance vp; **Robert J. Reigel** appointed northeast regional mgr.

Jack Rigsby, ex-RCA, joins Allen B. Du Mont Labs as southeast regional mgr., a new post; **Jerry McCarthy** named northeast regional mgr.

Milton Selkowitz, former national sales mgr. of defunct CBS Electronics' Columbia Phonograph Dept., appointed Sealy Mattress gen. mgr. . . . **Robert Moffat**, Webcor exec. vp, elected a dir.

Citizens radio service rules will be tightened by FCC. Commission reported that number of licensees has risen from 40,000 to about 350,000 since creation of new Class D category in 1958, said operating violations have become so widespread "as to threaten the continued usefulness of the service." Comments are invited until Jan. 5, 1963, reply comments until Jan. 31. Proposal is Public Notice 62-1174, available from Commission.

Aid for electronics industry management is offered in 2 new publications: *A Study of the Problems of Small Electronics Manufacturing Companies in Southern California*, prepared by San Diego State College under Small Business Administration grant, is available from the school for $3.75. Summary of study *Management Problems in the Electronics Industry* can be obtained free from any SBA office.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Hallicrafters	1962—year to Aug. 31	$ 66,741,111	$ 4,123,061	$ 1,993,061[1]	$0.82	2,437,500
	1961—year to Aug. 31	59,475,078	3,524,328	1,699,428	.70	2,240,700
Harvey Radio	1962—9 mo. to Oct. 31	5,275,938	—	261,173	.34	770,000
	1961—9 mo. to Oct. 31	3,129,366	—	154,013	.20	770,000
Lab for Electronics	1962—6 mo. to Oct. 26	22,992,000	—	82,000	.06	1,298,087
	1961—6 mo. to Oct. 26	29,678,000	—	408,000[2]	.31[2]	1,298,087
Lafayette Radio Electronics	1962—qtr. to Sept. 30	6,381,124	—	179,161	.17	1,061,675
	1961—qtr. to Sept. 30	5,034,818	—	150,657	.14	1,045,750
Paramount Pictures	1962—9 mo. to Sept. 30	—	—	594,000	.36	1,681,681
	1961—9 mo. to Sept. 30	—	—	5,310,000[3]	3.15	1,684,481
	1962—qtr. to Sept. 30	—	—	(1,107,000)	—	1,681,681
	1961—qtr. to Sept. 30	—	—	890,000[4]	.53	1,684,481
Reeves Bcstg. & Development	1962—9 mo. to Sept. 30	3,508,300	72,100	24,100	.02	1,408,893
	1961[5]	—	—	—	—	—
Rollins Bcstg. Story below	1962—6 mo. to Oct. 31	3,948,919[1]	683,842	323,200[1]	.34	956,783
	1961—6 mo. to Oct. 31	2,999,289	511,317	258,006	.27	954,851
Screen Gems Story below	1962—qtr. to Sept. 29	—	—	467,717[1]	.18	2,538,400
	1961—qtr. to Sept. 29	—	—	341,735	.13	2,538,400

Notes: [1] Record. [2] Before special tax credit of $108,000 (9¢ a share). [3] Before investment profit of $980,000 (58¢ a share). [4] Before investment profit of $558,000 (33¢). [5] Comparison unavailable.

RCA Sees Record 62: RCA will score record sales & profits this year and, "at the moment, we don't see anything on the horizon that could disturb our continued progress into 1963," reported Pres. Elmer W. Engstrom. Previous sales high was 1961's $1.5 billion. Top profit was 1955's $47.5 million. He said 1962-over-1961 profit gain would be sharper than sales increase, noted that "all of our groups of businesses have performed better this year than last year." NBC also will top its record 1961 earnings, he said.

Color set sales this year are more than double those of 1961, Dr. Engstrom reported. RCA's color profits produced by sets, tubes, equipment and service, are "nearly 5 times greater" this year than last, he estimated. Demand for color sets, he said, continues to outrun manufacturers' ability to produce.

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Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
American Bosch Arma	—	$0.50	Dec. 31	Dec. 10
Amphenol-Borg Elect	Q	.20	Dec. 28	Dec. 14
Axe Science & Elect	—	.10	Dec. 21	Nov. 30
Bendix	Q	.60	Dec. 28	Dec. 7
Rollins Bcstg.	Q	.10	Jan. 25	Dec. 26
Wells-Gardner	Q	.30	Dec. 15	Dec. 7
Wells-Gardner	Ex.	.30	Dec. 15	Dec. 7
Zenith	Q	.25	Dec. 28	Dec. 7
Zenith	Ex.	.35	Dec. 28	Dec. 7

Packard Bell Electronics has revised upward its Oct. consumer products sales (Vol. 2:48 p9), now reports volume shot ahead of Oct. 1961 by 48% instead of 18% initially reported.

Screen Gems' Record Quarter: Screen Gems continued fiscal-1962's record ways (Vol. 2:48 p11) with peak earnings in fiscal-1963's opening quarter ended Sept. 29 (see financial table). Net income climbed to $467,717 from $341,735 in July-Sept. 1961. Finance committee chmn. & first vp Leo Jaffee forecast fiscal-1963 profit record, said earnings in upcoming 3 quarters should "continue the same pattern" of year-to-year growth posted in first quarter.

Salary & stock ownership of Screen Gems officers as reported in proxy notice for Nov. 27 annual meeting: Pres. A. Schneider, $52,000 & 9,571 shares; Jaffee, $30,083 & 2,033; Exec. vp & Gen. Mgr. Jerome Hyams, $52,000 & 5,640; vp William Dozier, $54,960 & 1,750; vp John H. Mitchell, $55,000; vp Harry Ackerman, $70,200; vp William Sackheim, $57,200. Schneider & Jaffee, pres. & exec. vp respectively of Columbia Pictures, which owns 89% of Screen Gems, serve both organizations. Under their employment contracts, Columbia is reimbursed by Screen Gems "to the extent of ⅓ of each weekly salary." Their respective $52,000 & $30,083 SG salaries represent reimbursements to Columbia during 1962 fiscal year ended June 30, 1962. All salaries noted are for 1962 fiscal year. Stock holdings are as of Sept. 30, 1962.

■

Rollins Bcstg.'s record first-half sales & earnings (see financial table) resulted from improved performance by company's 3 major operations—TV, radio & outdoor advertising—Pres. O. Wayne Rollins told group of security analysts in N.Y. last week. He said rate increases had been instituted by firm's 3 TV & 7 radio outlets, and that company's new radio KDAY Los Angeles is already producing a "pre-depreciation profit."

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WEEKLY **Television Digest**

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The authoritative service for executives in all branches of the television arts & industries

IN THIS ISSUE: List of 200 FM stations now broadcasting stereophonically, and 66 stations equipped to begin stereocasting.

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Broadcast

FCC PROGRAM POLICY—and its letter-writers' interpretation—to be hashed over this week; staff's zealousness may be toned down (p. 1).

FCC'S NEW-LAW DESIRES congealed, giving top priority to CATV control, regulation of common carrier charges to other carriers, direct regulation of networks (p. 2).

PROSPECTS FOR GREATER NETWORK CONTROLS, offered by FCC staff, not strong. A few have a chance when Commission's New Frontier cast is strengthened (p. 2).

SLIM CHANCE OF SHORT-SPACE VHF PLAN visualized as AFCCE hears Bureau of Standards' Kirby argue that reduction of spacings to 100 miles can more than double number of stations. Ch. 14-15 argument at peak (p. 3).

CBS VETOES COLOR PLUNGE on basis of new survey indicating little demand from advertisers or public (p. 4).

UHF CP-HOLDERS MUST BUILD—OR ELSE. FCC warns that no extensions will be granted for reasons of low uhf-set circulation or limited revenue potential (p. 4).

UHF TEST RESULTS as viewed by receiver engineers: Results about as predicted, show uhf can work well; no quarrel with FCC's methodology (p. 4).

40% OF RADIO STATIONS HAD 1961 LOSSES as industry before-tax profits totaled $29.4 million, lowest since 1939, final FCC AM-FM figures show (p. 5).

AFFILIATE MEETINGS of 3 networks have pep-rally atmosphere in face of general strong business outlook for TV. Each cites strengths, paints optimistic picture (p. 6).

Consumer Electronics

COLOR TUBE TIMETABLE may see elimination of 90-degree round step, going directly to rectangular in 1964 or 1965, some industry-ites think, pondering effects of RCA's cancellation of new tube (p. 9).

1962 COLOR SALES will top 400,000, RCA's Watts says flatly; indicates RCA's color tube capacity will be 'flexible' next year in anticipation of demand for up to million tubes (p. 10).

SYMPHONIC TO IMPORT TV in 16-, 19- & 23-in. sizes, becoming 2nd U.S. TV manufacturer to turn to Japan for sets (p. 10).

COMPONENTS MAKERS SET FAST 9-MONTH PACE: 22 representative components & tube firms boost Jan.-Sept. sales by $128.8 million to $1.203 billion from $1.075 billion in 1961's first 3 quarters; aggregate profits rise to $40.6 million from $29.8 million (p. 11).

200 STEREO STATIONS now on air, according to special survey. Year's end will see close to 250 FM stations in stereo field. Stereo stations and 66 upcoming operations listed (p. 12).

MOTOROLA TV SALES up 50% in 1962, Taylor tells distributors, predicting continued good business in 1963, but warning of possible price increases (p. 14).

FCC PROGRAM POLICY—AND LETTER WRITERS: Most unusual dispute peaked & subsided at FCC last week. It revolved around extent of staff's powers to inquire into station program plans.

Comr. Ford has for many months expressed concern, even irritation, with the kinds of inquiries Broadcast Bureau has been mailing, under Chief Kenneth Cox's direction. Matters came to head in Nov. 28 Commission meeting, when staff reported there were many questions pending regarding some 100 California stations—and recommended renewal deferrals. Ford asked to see what kinds of questions staff was sending stations, and staff is due to bring them up this week. Dec. 3 *Broadcasting* magazine went into mat-

ter in great detail, reported that commissioners appear to believe that staff is seeking, by letter-pressure, to force certain kinds of programming on stations—notably regular discussion of local issues in prime time.

Here's what it's all about: In July 1961, FCC delegated to staff a certain amount of authority in station renewal & transfer matters. Ford was in Seattle making speech at the time—never became fully aware, until last week, that extent of delegation was greater than he thought. It's understood that he now believes he has long been unfair to Cox, that he considers Cox's efforts were conscientious effort to carry out instructions.

No one at FCC denies, however, that some letters did go beyond FCC instructions—and this is attributed to inadequate supervision of letter writers.

Problem is further explained at FCC thus: Commission has adopted a program policy statement, but there's no real machinery for implementing it. That awaits revision of application forms.

What will be considered this week is "clarification" of Commission's instruction to staff, likely toning down its zealousness somewhat.

FCC'S NEW-LAW DESIRES: Legislative proposals submitted to FCC by staff, as reported in these pages (Vol. 2:45 p1), have been weighed by Commission, adopted much as proposed. Priority is in this order:

(1) CATV control. Commission considers growth of CATV serious threat to development of local TV stations, says that systems can't serve outlying areas and that some people can't afford to pay.

(2) Regulation over common carrier charges and terms of service to other carriers. Commission believes there's gap in law that permits discrimination by one carrier against another.

(3) Direct regulation of networks—a revision of last year's proposal is in works.

(4) Give FCC jurisdiction over painting & lighting of abandoned towers.

(5) Control of manufacture, sale & shipment of devices which may radiate excessively. Commission believes present authority—to specify radiation limits— is ineffective way of getting at unwanted radiations.

(6) Reinstatement of "AVCO-like" transfer rule, to give FCC power to consider whether persons other than proposed transferees should have crack at buying station.

(7) Change "party intervention" rules to require that persons wishing to join a hearing must do so within 30 days after hearing issues are published.

(8) Soften blow against those who build stations prematurely through misunderstanding of FCC rules—by letting Commission excuse them.

(9) Amend Sec. 402(h) of Act to permit FCC, in considering cases reversed & remanded by courts, to reopen record for new evidence or new parties.

PROSPECTS FOR GREATER NETWORK CONTROLS: Tightened controls on networks—with aim of increasing competition—have been recommended to FCC by its Office of Network Study, headed by Ashbrook Bryant. Prospects of some of the proposals are nil, but a few might have some chance—particularly after FCC's New Frontier majority increases early next year with replacement of Comr. Craven, presumably by Broadcast Bureau Chief Kenneth Cox. The recommendations:

(1) Create a broadcasters' trade association with power to enforce rules, under FCC supervision. All stations would have to join, and association would have virtual life-&-death authority. It would be patterned on National Assn. of Securities Dealers, which operates under supervision of SEC. This has no chance of FCC endorsement, though Chmn. Minow, for one, would go for such arrangement for commercials, but not for programs.

(2) Get direct regulation of networks. FCC continues to ask for this, may well be granted it by Congress.

(3) Get networks out of program syndication. FCC will give this some thought, could move that direction.

(4) Allow no more than 50% network ownership of prime-time entertainment programs. Commission may give this some thought, probably not much.

(5) Try to get networks to scale rates to circulation, to get sponsor support of low-rated minority-appeal programs. Not much chance.

An important aspect of foregoing is how they get involved with option time. If FCC abolishes option time, it's not likely to press for legislation giving direct regulation over networks. If it decides to allow option time, it would be inclined to seek direct regulation on theory that more regulation would be justified because networks would be protected from competition to some degree.

No quick FCC action on recommendations is anticipated. Look for months of digesting & debating.

SLIM CHANCE OF SHORT-SPACE VHF PLAN: Mighty skeptical audience listened to Bureau of Standards' Robert Kirby last week, as he outlined short-spaced vhf plan for entire nation. Meeting of Assn. of Federal Communications Consulting Engineers in Washington, heavily attended by FCC contingent including commissioners, heard Kirby assert that re-do of whole vhf scheme—using co-channel spacing of 100 miles (vs. today's 170-mile minimum)—would yield 1,303 stations vs. today's allocation of 535.

With FCC & Congress committed to fostering uhf and preserving rural vhf coverage, engineers' consensus is that Kirby's proposal is "a nice exercise" but little more. Some observers believe, however, that a few vhf drop-ins, plus improvement of existing stations' coverage, may eventually come from use of cross-polarization, precision offset, and receiver DAs, as recommended by Kirby. But radical reworking of vhf allocation isn't in cards in visible future.

Kirby's thesis, similar to that advanced by Bureau of Standards' Kenneth Norton years ago, is that present use of vhf just isn't efficient. Among figures he cited: present plan gives 289 markets at least one station, whereas new plan could give at least one to 400; 2 stations, 128 markets with present plan, 280 with new; 3 stations, 68 vs. 221; 4 stations, 35 vs. 166; 5 stations, 10 vs. 135; 6, 3 vs. 102. Kirby would also reduce N.Y. & L.A. from 7 to 6 stations each; that alone would generate enough litigation to block plan for about 5 years.

Kirby suggests testing plan, which also recommends increase to 1,000 kw for vhf, by putting co-channel stations in such cities as Denver (Ch. 5, 100 miles from Cheyenne & Pueblo Ch. 5 stations) or Peoria (Ch. 4, 100 miles from Chicago & St. Louis). Suggestion of Peoria brought large chuckle from audience which was thinking of the pain & strain that went into deleting a vhf from Peoria, making it all-uhf.

One of most provocative questions came from Robert Weston, engineering asst. to uhf enthusiast Comr. Lee: "What happens to uhf?" Kirby: "I don't know." (Copies of proposed city-by-city allocation plan are available from Kirby, Central Radio Propagation Lab, Boulder, Colo.—or we'll get you copy.)

Assault on uhf's Ch. 14 & 15 by mobile radio users seeking spectrum space (Vol. 2:43 p4) reached peak last week as hundreds of such users urged Commission to give them the space, while NAB, EIA's Consumer Products Div. and uhf stations filed opposition. Said NAB: "With uhf facing its most severe test and poised on the brink of possible success, it seems to us that it would be contrary to sound reasoning to strip it of 2 of its most desirable channels . . . a crippling blow." NAB suggested land-mobile users could best be served by common carriers or coordinated systems. EIA's Consumer Products Div. pointed to hardship which would be sustained by Ch. 14 & 15 stations and public using their signals, also noted "will of Congress" which seeks to foster uhf growth through all-channel-set law. Said EIA's L. M. Sandwick, after hearing Kirby: "Boy! After what we've gone through with the all-channel law, now they want to change everything again. It's beyond me."

Little support for proposal can be found at FCC. For example, it's understood that FCC chief engineer's office advised Commission: "Even if [shift of Ch. 14 & 15] could be accommodated, it wouldn't meet the long-term requirements of the land-mobile services, both common carrier & private, in this order of the spectrum. In order to make provision for the continued expansion of the most essential radio services in the limited spectrum, more efficient methods of modulation & information theory techniques will have to be studied."

STUDY BY CBS VETOES COLOR PLUNGE: New survey of color TV has convinced CBS there's little demand from advertisers or public—and it is "postponing any major and regular schedule of color programming." Details of study, it was learned, were presented last week to CBS-TV Affiliates Advisory Board meeting in Palm Springs, Cal. by vp William B. Lodge.

CBS recently made specific offer of color "for only a nominal surcharge" of 4% to 17 of its advertisers who sponsor 12 hours of programming, he revealed, and received only 2 takers. Only Ford and Chemstrand, sponsors of Feb. 17 *Tour of Monaco*, accepted.

Lodge claimed most of NBC's color sponsors aren't interested enough to put color comercials on color programs. He said monitoring of NBC color programming Oct. 21-27 showed only 16% of commercials in color programs were in color. Other points made by Lodge:

(1) CBS projection of figures from utility companies indicates 350,00 color sets were sold in 1962.

(2) Recent *Television Digest* survey was cited to show manufacturers think about 550,000 color sets will be sold next year (Vol. 2:46 p7).

(3) CBS has spent more than $13 million since 1950 on color facilities & operations, and a major color schedule during last 6-7 years could have cost it $20-40 million more.

(4) "We will continue to update our technical facilities, keeping them ready to originate color programs on short notice."

"We believe that we should not plow large sums of money into color TV at this time," added Lodge. "To sacrifice the interest of the 98% of America's viewers who currently can receive only black-&-white TV for the 2% who own color sets would, in our judgment, clearly violate our responsibilities."

UHF CP-HOLDERS MUST BUILD—OR ELSE: No channel-squatting from here on, FCC warned uhf CP-holders & applicants last week. Commission has given such ultimatums before, but they usually fuzzed away in time. But FCC sounds right tough about it—now.

Commission announced that it's delighted to see increased interest in uhf, but that it's aware of tendency of applicants to grab channels and sit on them until prospects of operating success are reasonable.

From now on, FCC said, all CP-holders, old & new, won't get extension of time to build—except for reasons beyond grantees' control. Such reasons, it said, do not include: (1) Too few uhf sets. (2) Limited revenue potential of market.

Chmn. Minow dissented emphatically, said new policy will encourage uhf construction only by big outfits capable of sustaining losses for long time. He said FCC should ask for industry suggestions on how to handle problem of hastening uhf success.

RECEIVER ENGINEERS' VIEW OF UHF TEST: "This confirms what we knew all along." That's summation of responses of top TV set manufacturing engineers to FCC's report on receiver performance in its N.Y. uhf test.

Unlike their broadcast engineering brethren, by & large they're not taking sides on FCC's methodology & approach (Vol. 2:47 p2, 48 p3). Several we contacted declined to comment on grounds they hadn't had time to read report—they were too busy recently preparing for new-receiver introductions. Most of the engineers are old-time veterans of uhf wars; nearly all participated in drafting FCC's all-channel set standards.

Most outspoken is Emerson Radio Exec. vp Dorman D. Israel. "The job was very well put together," he said. "The outcome was exactly as we predicted, and what TASO's report indicated—that uhf works well if you put enough into it. Of course, uhf doesn't travel as far, but that's no problem—we just need more stations." As to objections raised that too many of FCC's test locations were close to transmitter, etc., Israel said: "The FCC did exactly what it said it was going to do in advance; it followed its outline exactly. Those people who are complaining should have objected before the project began.

"It's proper that FCC should have had more close-in test locations. The worst reception areas are close-in. I'm sure that the signal at 34th & Madison is worse than in Greenwich, Conn. The nice thing about uhf is that you can fill in holes with translators. I'm very much in favor of uhf and always have been. It's a shame we didn't start with an all-uhf allocation. We'd just need more stations, but there's room for them. The entrenched interests would lose something in the interest of getting more for the public."

A GE TV receiver engineer commented that FCC's results "looked a lot better than we expected." Commission's test findings, he said, "don't coincide with the field tests we've been conducting in the N.Y. area on a limited basis."

Admiral vp-engineering dir. William L. Dunn called test "valuable, but not entirely conclusive." However, he said, "in all, it indicates uhf is not going to be too much of a problem. We think it would be well-advised to have additional tests ranging beyond 25 miles. In large measure, it is encouraging and shows no reason to oppose expansion of uhf."

Test "showed about what would be expected," commented Zenith engineering vp J. E. Brown. Stressing limited nature of test, he said "it shows uhf works within the range they tested it; nothing beyond."

This view was seconded by Olympic chief engineer E. Lee Siegmund. "It seems to show what we knew already," he told us, but commented: "The results might have been much different if a higher channel were used and the test had been made in different terrain."

It's not unnatural that receiver industry engineers look upon uhf test report less critically and with less emotion than broadcast people. For them, the die is cast, and there's nothing to do about it but make uhf receivers—stations or no.

40% OF RADIO STATIONS HAD 1961 LOSSES: Highest percentage of AMs & FMs since FCC began collecting financial data in 1937—40%—reported losses in 1961, while radio industry as a whole had lowest profits since 1939, $29.4 million, according to annual AM-FM financial report issued last week by Commission.

Of 3,469 stations operating for full year, 1,372 reported losses. More than half were in red $10,000 or less, but 55 dropped $100,000 or more. Despite large number of outlets annually reporting deficits, only 36 have left air since 1955. FCC Research & Education Div. Chief Hy Goldin said there probably is no single major reason for apparent inconsistency. He noted that many stations suffer losses for only single year, also that owners often hold unprofitable outlets because of potential resale value.

Bright spot in picture was network radio, which ended up with $206,000 profit, after dropping $3 million in 1960 and $4.5 million in 1959. Profits before taxes of non-network-owned stations skidded 38% to $31.8 million from 1960's $51.3 million.

FM stations had revenues of $10 million, compared with 1960's $9.4 million. FMs operated by AM licensees had FM revenues of $2.9 million, down $700,000 from 1960. Independent FMs reported $7.1 million revenue, up $1.3 million from 1960; expenses rose $1.5 million, however, resulting in 1961 loss of $2.6 million vs. $2.4 million a year earlier. (Copies of report, containing 14 tables with great variety of income-expense breakdowns, are available from Commission—or we'll be glad to get you copy).

Even as FCC was releasing downbeat figures, NAB radio "overpopulation" committee was meeting in Washington. It's aim remains: tighten engineering standards to restrict proliferation of stations—and steer absolutely clear of using economic criteria which might get FCC into stations' business affairs.

Miami Ch. 7 agreement, under which Sunbeam TV Corp. will purchase physical assets of WCKT from Biscayne TV Corp. for $3.4 million, has been approved by FCC. Biscayne also agreed to drop pending suit in Court of Appeals. Biscayne has been ordered to cease operations on Ch. 7 by Jan. 4, 1963, and Sunbeam gets 4-month license.

FCC granted Purdue U. temporary authority for 2 ground-based translators on Ch. 79 & 83 to carry its airborne ETV programs to Chicago. New stations will supply 4 million formerly unable to pick up signals.

New ABC-TV trademark debuted last week. Symbol, consisting of "abc" in circle, was created by designer Paul Rand, will be in full use on network by Jan. 1.

BACKSTAGE AT AFFILIATE MEETINGS: Most network affiliates never had it so good; despite customary criticisms, despite sharp rating duels among season's new shows, despite growing competitive strength of local independent stations armed with off-network shows & feature films, business is booming at both network & spot levels.

Thus, gatherings of affiliates or affiliate boards in past fortnight by all 3 networks tended to be hail-fellow, back-slapping pep rallies which reflected optimism & strength. At each of network-affiliate sessions—a 3-city series of meetings by ABC-TV, a Palm Springs huddle of key affiliate brass with CBS-TV officials and full-scale conclave of NBC TV & radio affiliates in N.Y.—network executives had good news for station management.

Most elaborate session was NBC's, at N.Y.'s chrome-plated Americana. Highlights: RCA's new communications satellite was ballyhooed to stations as means "to share great moments in history of other nations." NBC pointed to "largest & most experienced news staff in broadcasting," with twice as many foreign correspondents as 5 years ago, as factor in NBC's strong position in news/actuality programming wherein "87% of NBC's prime-time actuality programming was sponsored."

NBC put strong merchandising emphasis on its color pioneering, stressing that color content of this season's NBC evening schedule is "71% more than just 2 seasons ago . . . supplemented by daytime schedule of 2½ hours of color each day." ABC was twitted publicly by NBC before affiliates for fact that ABC "is asking affiliates to pay color connection charge, some $450 per station per month," and CBS was chided for present color status wherein "neither its affiliates, its advertisers nor its audiences have the opportunity to enjoy the impact of color."

Rating strength of NBC in news-type shows, revamps of NBC schedule to meet competition of CBS-ABC (Vol. 2:49 p1), advances in TV engineering and election of new officers (see *Personals*) also highlighted NBC's session.

In speech which fairly well caught the upbeat spirit of NBC meeting, Chmn. Robert Sarnoff took a polite swing at TV critics, professional & amateur, by pointing to improvements in children's shows, fewer westerns & crime shows, gains in news programming, better TV "balance." Without mentioning FCC, Sarnoff noted that "as we get better, those who act in judgment expect more & more of us." He warned against a "double standard" wherein TV had growing freedom to cover controversial issues, but faced official restraints & pressures on entertainment shows.

ABC's tri-city meetings placed nearly all their emphasis on long-range plans for new ABC-TV shows which will be on view in 1963-64 season, including new Jerry Lewis show which will be first weekly 2-hour TV event. ABC's growing public-affairs & news activities headed by Jim Hagerty—which still run 3rd in competitive-event ratings (such as election coverage) among networks, but which are gaining strength—were also showcased for affiliates. There was little talk about color TV, current industry controversies or changes in affiliate compensation patterns, insiders told us.

CBS 3-day session at Palm Springs gathered directors of affiliates assn. under outgoing Chmn. Tom Chauncey (KOOL-TV Phoenix) for regular fall meeting. Network program chief Hubbell Robinson Jr. reviewed program successes of season (*Beverly Hillbillies*, etc.), and explained reasons for current changes. Robinson also gave sneak previews of pilots of next season's shows.

Sales chief William Hylan pointed to healthy sales curve, now standing at some $226 million in billings for first 9 months, and predicted that network might well score one of its best years. Engineering-affiliate relations boss Bill Lodge told affiliate brass that CBS color policy hadn't changed, and wouldn't until set saturation had reached level considered "worthwhile" by network to make major color plunge.

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Viewers-per-set variations show up markedly in ARB's network top-10 rankings for Oct. 14-27 period. For example, *Beverly Hillbillies* ranked 5th in number of homes —but first in total viewers. Here's ranking by total homes (in thousands): 1, *Bob Hope*, NBC, 19,637; 2, *Bonanza*, NBC, 18,621; 3, *Ben Casey*, ABC, 18,309; 4, *Red Skelton*, CBS, 17,810; 5, *Beverly Hillbillies*, CBS, 16,562; 6, *Lucille Ball*, CBS, 16,469; 7, *Dr. Kildare*, NBC, 15,627; 8, *World Series*, NBC, 15,388; 9, *Danny Thomas*, CBS, 15,346; 10, *Ed Sullivan*, CBS, 15,221. Ranking by total viewers: 1, *Beverly Hillbillies*, CBS, 43,227; 2, *Bonanza*, NBC, 43,015; 3, *Red Skelton*, CBS, 41,854; 4, *Bob Hope*, NBC, 40,059; 5, *Lucille Ball*, CBS, 37,220; 6, *Ben Casey*, ABC, 35,153; 7, *Jackie Gleason*, CBS, 34,269; 8, *Walt Disney*, NBC, 34,090; 9, *Dr. Kildare*, NBC, 33,598; 10, *Ed Sullivan*, CBS, 33,486.

Increased billings were registered for all major network TV product classifications in first 9 months of 1962, TvB reports. Food advertising rose 6.4% over same 1961 period—$94,498,837 to $100,536,706; toiletries 20.9%, $89,282,651 to $107,985,397; automotive 8.1%, $31,932,955 to $34,513,683; household equipment 17.1%, $20,346,928 to $23,833,742; smoking materials 3.6%, $62,883,103 to $65,148,504; soaps 9.3%, $59,346,545 to $64,889,857. Toiletries took over top spot in billings; Proctor & Gamble was leading network advertiser, with 9-month billings of $39,573,853; Anacin was top brand advertiser, with $8,042,171.

ABC-TV's first color special will be Bing Crosby-Mary Martin Christmas show, 10-11 p.m. Dec. 24. Taped in Hollywood, it will be colorcast by network's 5 o-&-o's and 50-plus other affiliates equipped to carry color. Meanwhile, Sports Network is inaugurating new series of live weekly colorcasts from leading racetracks, starting 4:30-5 p.m. Sat. Dec. 8 from Florida's Tropical Park. Among stations carrying show in color will be WNEW-TV N.Y., which will be presenting color for first time since it was purchased by present owners from Du Mont Bcstg. Co.

Half-speed TV tape recorder conversion kits, to permit TV tape recording & playback at 7½ inches per second instead of conventional 15 ips, are now being shipped by RCA. First kits have been shipped to NBC, Anaheim (Cal.) public school system, and S.C. ETV network. Announced earlier this year, new narrow recording head cuts width of transverse track to 5 from 10 mils. RCA says new speed can also be used for color recording with "no discernible difference in color quality."

International "Emmy" for foreign productions has been created by Academy of TV Arts & Sciences, will be presented along with U.S. Emmies, to recipient picked by panel of past Emmy winners.

Personals

A. Louis Read, WDSU-TV New Orleans exec. vp & gen. mgr., elected NBC-TV Network Affiliates board of delegates chmn., succeeding **Jack Harris**, KPRC-TV Houston; **Lyell Bremser**, radio KFAB Omaha, elected NBC Radio Network Affiliates exec. committee chmn.

T. B. Baker, Jr., WLAC-TV Nashville, elected chmn. of CBS-TV Network Affiliates Advisory Board, succeeding **Tom Chauncey**, KOOL-TV Phoenix. Replacing Baker as secy. is **Thomas S. Murphy**, Capital City Bcstg. Board passed resolution commending CBS-TV Pres. **James T. Aubrey, Jr.** and associates for "outstanding" record during past year.

Elmer W. Lower, NBC News gen. mgr., elected a vp.

Robert Taft Jr. (R-O.), Congressman-elect, resigns as a dir. & secy. of Taft Bcstg., Cincinnati, succeeded as secy. by ex-Taft, Stettinius & Hollister attorney **Charles S. Mechem Jr.**; **Roger B. Read**, Taft administrative vp, elected a dir., replacing late **David G. Taft.**

Louis F. Sanman promoted to ABC-TV live production & facilities mgr., Hollywood, a new post . . . **Francis R. Montalbano**, ex-ABC legal dept., named Desilu Productions legal affairs dir. . . . **James H. Gardner**, ex-radio WBEN Buffalo, named WHEC-TV Rochester sales mgr.

Douglas Lovelace, AP regional membership executive, Louisville, named special N.Y. broadcasting membership executive; **Frank Stearns** transfers to Los Angeles as Southern Cal.-Ariz. regional membership executive, succeeding **Fred Beaton**, resigned; **Ralph Allgood** succeeds Stearns in Washington.

Joe W. MacConkey, KTVH Wichita news & special events executive dir., becomes **exec. secy. to Sen. James B.** Pearson (R-Kan.).

Sylvan Taplinger & Norman Gladney form new TV-radio advertising firm, Taplinger, Gladney Co. Inc., 415 Madison Ave., N.Y.

John H. Louis, ex-Ziv-UA midwestern spot sales mgr., appointed Official Films eastern sales mgr . . . **Donald E. Lowstuter** promoted to MBS research dir.

Symon B. Cowles, ex-Metropolitan Bcstg. TV advertising & promotion dir., named to similar post with ABC-TV o-&-o stations, succeeding **Don B. Curran**, promoted to radio KGO San Francisco gen. mgr.

Cecil M. Sansbury, WHP-TV-AM-FM Harrisburg gen. mgr., also elected a dir. and named exec. vp of WHP Inc. . . . **Herb Hobler** promoted to Videotape Center production operations dir.

Franklin G. Bouwsma appointed Delta College, University, Mich., community affairs dir. & special asst. to pres.; **William J. Ballard** promoted to director of TV.

E. Mitchell Shulman, ex-World Radio Labs chief design engineer, new transmitting & receiving equipment, appointed KETV Omaha public service & promotion mgr., succeeding **Robert F. Coats**, resigned.

Harry W. Reith, radio WKST New Castle, Pa., gen. mgr., named to similar post with WKST-TV Youngstown, succeeding **Philip J. Richtscheidt**, who resigns as WKST-TV vp & gen. mgr. and plans to dispose of holdings in parent Communications Industries Corp.

Frank McMann, ex-Mogul, Williams & Saylor project dir., named RAB research dir.

Worldwide alliance of writers for TV, radio, movies & other media is moving toward reality. From first joint meeting in N.Y. recently of Writers Guild of America and British Screen Writers Guild (which represents TV writers in U.K.) came word, via WGA Natl. Chmn. David Davidson, that "affiliation is a fact" between 2 organizations. Affiliation with similar writers groups in Europe, Far East, Commonwealth countries is in works. Initial step toward implementing alliance during 3-day, closed-door meeting was decision to: (1) Establish "no scab" policy where, in event of strike in either country, producers will be unable to seek material from foreign writers. (2) Seek international system of residuals for TV writers on export programs. Cracked British TV-movie writer Leigh Vance, vice chmn. of British SWG, at luncheon meeting Nov. 12: "The difference is less between the British and N.Y. writer delegations than between Hollywood and N.Y."

Britain's Royal College of Art has set up special dept. of TV & film, whose "reader" (professor) is Peter Newington, a graduate and first producer of BBC's *Monitor;* staff will include senior tutor and technical instructor, with 16 students enrolled for 3-year diploma course. If dept. thrives & expands, says *London Telegraph*, Newington may become "first professor of TV in the country." Also announced in London was $14 million endowment of TV-news-publishing foundation by Roy Thomson, Canadian-born publishing & TV-radio tycoon—apparently a counterpart of Annenberg and Newhouse schools at Penn and Syracuse, respectively.

TV for Liberia is scheduled for mid-1963, according to *International Commerce.* Commercial & educational service will be begun by Overseas Rediffusion, operators of Liberian Bcstg. Service. The publication also reports growing market for electronic products, TV sets excluded, in Denmark. Big demand is for sophisticated communications devices; country has 30 computers on order, is expected to need additional 300 in next decade.

New Canadian theatrical distribution company has been established by Seven Arts Productions Ltd., which recently acquired assets of Trans-Canada Distribution Enterprises. Reg Wilson, ex-MGM, has been named theatrical sales mgr., Irving Seigle, ex-United Artists, will be theatrical sales representative.

Intertel has added 7 countries to its international TV series. Japan, Sweden, Finland, Switzerland, Luxembourg, New Zealand & Austria will air the bi-monthly, hour documentaries, bringing estimated total viewers to 100 million. In U.S., programs are carried by the 62 NET ETV stations, Westinghouse Bcstg. and many other commercial stations.

Israel may not get TV station offered as gift by Rothschild Fund (Vol. 2:46 p7). Although govt. had accepted offer, Israeli parliament voted for full debate on introduction of TV into country before final agreement is concluded. Station was to have been ETV, to help cope with shortage of teachers.

Transatlantic telecast via new "Relay" satellite, due for launching Dec. 13, is scheduled by combined TV networks Dec. 19, under direction of NBC's Robert Northshield. American scenes will be telecast in 17 EBU countries, then transmissions will be reversed immediately for east-to-west telecast.

Congo Republic's first TV station has started in Brazzaville, operating 2 hours daily.

GE license renewals of Schenectady stations—in light of anti-trust convictions in electrical equipment field—are up for FCC consideration this week. Broadcast Bureau recommends grant, on basis of good broadcast record and station management's non-involvement in anti-trust matter. General Counsel still wants a hearing, stating that GE case differs from Westinghouse (which has been granted renewals) in seriousness of anti-trust violations, broadcast record and organizational structure.

Underestimation of audiences probably is one reason why TV hasn't improved more in last year, according to FCC Chmn. Minow. Appearing on *Youth Wants to Know*, he said TV has shown some improvement since he labeled it a "vast wasteland," but "still has a long way to go." He said he suspects broadcasters think the public isn't "terribly bright," when in fact a constant rise in the level of education & information, partially due to TV's influence, has produced increasingly intelligent audiences.

Ten-channel CATV system will be built in Globe-Miami, Ariz. by Antennavision Inc., Phoenix. Present 5-channel system will be replaced with $250,000 transistorized all-band equipment, first section expected to be in operation within 2-3 months. Antennavision Gila County operations mgr. William Reynolds said finished system will provide Globe-Miami subscribers with more good channels than are available in any other U.S. town—a claim likely to be disputed by other system operators, some of which assert they distribute more channels.

Alfred I. duPont TV-radio award nominations will be accepted until Dec. 31—$1,000 awards to a large and a small TV-radio station for outstanding public interest programming and to a TV-radio commentator for news gathering & interpretation. Entries to: Alfred I. duPont Awards Foundation, c/o Prof. O. W. Riegel, Lee Memorial Journalism Foundation, Washington & Lee U., Lexington, Va.

New consumer-liaison post has been set up in FTC to foster closer contact between Commission & consumer groups. Gale P. Gotschall, asst. to the dir., Bureau of Deceptive Practices, also will be Consumer Relations Representative. He'll also be liaison with President's Consumer Advisory Council.

Off-air uhf KVDO-TV (Ch. 22) Corpus Christi should get Ch. 3, according to initial decision by FCC Examiner Forest L. McClenning, who would deny Nueces Telecasting. He favored KVDO-TV because of broadcast experience & record, ownership-management integration, mass-media diversification.

FCC's political broadcasting questionnaires (Vol. 2:46 p7) are being sent to all licensees, and Commission announced that staff representatives will be available Dec. 11 at 10 a.m. in Rm. 7134, New Post Office Bldg., Washington, to help licensees answer questions.

Awards & luncheon speakers subcommittees have been named for NAB 1963 Broadcast Engineering Conference March 31-April 3 in Chicago. George Bartlett, NAB engineering mgr., is chmn. of awards subcommittee; Leslie S. Learned, MBS, heads speakers subcommittee.

NBC-TV has contracted for 2 Eidophor TV projection units for use in programming, Theatre Network TV announced last week.

Use of closed-circuit ETV in classrooms is examined in new booklet by Conrac, available from sales dept., 19217 E. Foothill Blvd., Glendora, Cal.

Broadcasters must expect criticism because it's impossible to please everybody, NAB Code Dir. Robert Swezey told Radio-TV Executives Club of Canada in Toronto last week. He said attacks on industry, even when unjustified, can serve useful purpose of keeping broadcasters alert. Criticism of TV & radio for failure to turn out higher-quality product than other media is unrealistic, he contended, especially in view of volume of material required. Swezey added that while broadcasters should heed complaints, they have obligation to defend themselves "vigorously & articulately" against unwarranted attacks.

President Kennedy last week personally thanked executives of 10 radio stations which beamed programs to Cuba during recent crisis (Vol. 2:44 p1): WSB Atlanta, WWL New Orleans, WCKY Cincinnati, WKWF Key West, WCKR, WGBS & WMIE Miami, KAAY Little Rock, WRUL N.Y., KGEI San Carlos, Cal. Though stations haven't asked to be reimbursed for lost business and costs, govt. spokesman said they'd be compensated to some extent.

TV will ride with astronaut Leroy Cooper on 18-orbit Mercury flight scheduled for next April. Pictures will be flashed to scientists on ground at slow scan speed, probably shown on commercial TV later. This will be first U.S. manned space flight to carry TV; Russians used on-board transmitters in last 2 shots.

FCC has asked networks whether information they provided during Chicago local-live inquiry is typical of operations of their other o-&-o's. Commission requested reply by Dec. 17 stating whether operations are similar, and if not, how they differ in each community.

FCC has assigned Ch. 67 to Independence and Ch. 70 to Ottawa, Kan. Cities had been deprived of their only channels by Nov. 8 Commission action.

Purchase of 50% of KCTV San Angelo, Tex., by present 50% owners Edward H. & Houston H. Harte, for $226,000, has been approved by FCC (Vol. 2:47 p6).

Transcontinent TV Corp. names Doremus & Co., N.Y., financial PR consultants.

Pre-Publication Orders for Factbook No. 33

Orders are now being taken for the 1962-63 *Television Factbook*, mailing expected to take place late December, early January. Beginning with this upcoming issue, based on last year's greatly expanded format, the book will be published once a year only—not Spring and Fall as in past years. The new *Television Factbook* will again provide station area coverage at a glance—contour maps of all commercial stations as filed with the FCC, showing Grade A & Grade B coverage. On the same page for the station will be published American Research Bureau's: (1) Total net weekly circulation. (2) County-by-county total households, TV households and percentages of TV-set penetration. These figures, presented in tabular form, will also be shown graphically in tone on each map. In addition, extensive space will be devoted to the other regular features that have made this comprehensive book since 1945 the industry's leading marketing and reference work. Pre-publication copy price is $12.50; 5 or more, $10.50. Regular price after publication, $15.00; 5 or more $12.50. To take advantage of pre-publication savings, write: Dept. 12, Television Digest, 911-13th St., N.W., Washington 5, D. C.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

RCA'S DECISION—AND FUTURE OF COLOR: RCA's abrupt decision to send 90-degree color tube back to labs for "9 to 15 months" (Vol. 2:49 p7) raises question of future timetable for color receiver development—evolution of new sizes & shapes. After discussions with many people in industry—both in engineering & administration—it's possible to see pattern emerging.

First of all—there's quite a bit of admiration for RCA from competitors for its refusal to be pushed into inferior product. Eating crow is difficult for anyone, and RCA waited till last possible moment before deciding to call it off because of "technical difficulties" & reliability problems.

Color engineers with other companies confirm that RCA wasn't making alibis—that there are indeed serious problems in developing wide-deflection color tubes. But they indicate these problems aren't insurmountable.

Other picture-tube manufacturers planning to begin color tube production this year (National Video, Sylvania, Rauland) vary from vague to uncommunicative about their plans in light of RCA announcement. But no matter how good their research, these companies are still fledglings in color-TV production compared with RCA—and best guess is that no one will have 90-degree round color tube next year. It may not even be far afield to guess that there were some sighs of relief last week among its tube-making competitors when RCA dropped the bomb.

Will there ever be a 90-degree round tube? Last week there was growing belief that final answer would be negative. Sample 25-inch 90-degree rectangular color bulbs are due from Corning within about 3 months, and logical assumption is that there'll be crash program to develop this as next color size—for 1964 or 1965. Work done on 90-degree round tube is applicable to 90-degree rectangular. Engineering opinion is that receiver circuitry should be simpler for 90-degree rectangular than for 90-degree round, although tube development will be more difficult.

Capsule history of recent color tube size & shape developments may shed some light on where color goes from here: It started in June 1961 when Motorola's Ed Taylor showed distributors developmental model of color set with 23-in. rectangular 90-degree tube and said his company would offer color when it could present such a set. Working with National Video, it developed samples and went to work on program aimed at eventual production of rectangular tube. Under barrage of Motorola statements, RCA announced last April that it would produce shorter tube, but in 21-in. round size. Then, in following July, Corning announced it would offer 25- & 19-in. rectangular 90-degree color bulbs in hopes of clearing the air as to color's future shape.

Corning's design subsequently received informal engineering acceptance by Joint Electron Devices Engineering Council. Meantime, it was becoming obvious that it wasn't going to be simple matter for National Video to produce 23-in. rectangular color bulbs. Thus, as matters stood, there were 4 new sizes & shapes on horizon—RCA's 90-degree round, Motorola-National Video's 23-in. rectangular, Corning's 2 rectangular bulbs.

National Video is still working on 23-in. rectangular color tubes as well as round types. Motorola's Ed Taylor said last week that RCA's announcement "doesn't change our plans—we're still looking at everything else available—and we will be in the market next year with a color TV receiver of our own design & engineering." The announcement's "real significance," said Taylor, "is that it decreases by one the number of alternatives open to us in 1963."

Unforeseen developments could come up, of course—but as of this date, future of color tube sizes appears to look like this: Round 70-degree 21-in. tubes of present type throughout 1963 and well into 1964,

at least (with possible smattering of very high-priced 23-in. rectangular tubes on basis of token production); 25-in. (and possibly 19-in.) rectangular tubes coming in by 1965 to become the "new standard" in color, and remaining the standard as long as the 3-gun shadow-mask principle is used in color display devices.

1962 COLOR SALES—'MORE THAN 400,000': RCA, which is traditionally reticent about giving figures on color TV sales, now says the industry will sell "in excess of 400,000" color sets this year.

The words are those of W. Walter (Wally) Watts, RCA's colorful group exec. vp, whose authority covers Home Instruments, Electron Tube, Semiconductor & Materials and Sales Corp. Divisions. As for next year, Watts was more positive than ever that industry "could sell 750,000 to 1 million." The "could" means "if there's no shortage of color picture tubes." This year's production of picture tubes probably will total more than 450,000.

Despite shelving of 90-degree round color tube (see p. 9), there's still substantial logistical problem in planning 1963 color tube production, Watts explained. For first time since color's boom began, RCA expects to have competition in color tube business—presumably from National Video, Rauland & Sylvania. But it has no firm knowledge when this competition will begin, or how many tubes these companies will make—or, indeed, what type color tubes they will produce.

"We have appropriated more than $10 million to expand capacity at our Lancaster, Pa. & Marion, Ind. tube plants," he told us. "We could conceivably support the entire industry's requirements for 750,000-1 million color tubes, but we don't know what others will do and we don't want to be in a position of overcapacity. So at this date we're trying to plan a program which can support this over-all industry requirement. If other tube sources don't open up when expected, we'll still have some latitude, in night shifts & weekends. We hope to be in a flexible position to make maximum use of our facilities."

Like other TV-radio-phono manufacturers, RCA is cheered by high level of business, which shows no sign of slackening, and which Watts predicted would continue at least through first quarter of 1963. As to industry-wide inventories, he said they should now be eyed "cautiously," adding: "It depends on the outlook for the next few months. If you think there's going to be a depression, you're in a helluva fix. But we think business will be good, and industry inventories aren't excessive. Of course, we're in a good inventory position ourselves; we adjust our production weekly to sales & inventories."

On the hot current issue of black-&-white picture-tube design (Vol. 2:48 p8), Watts predicted "the future of Kimcode will be settled on the economic battlefront." Noting that its UL listing indicates it meets safety requirements, he expressed doubt that the customer cares what kind of tube he's looking at. Although Kimcode promises cost savings, he said ultimate success of process will be determined in part by what happens to price structure of competitive processes.

Watts and others in RCA's team are radiating confidence, optimism these days. Their long-predicted color boom is here and contributing strongly to company earnings. Other company operations are increasing their profitability, and company appears headed for best of its 43 years. Even semiconductor operations have turned profit corner—no mean accomplishment in today's highly competitive marketplace.

We tossed in a final question, one touching on sore spot of recent past: Where does RCA stand in industry TV sales ranking? Question failed to produce the ire of former days. Watts & associates disclaimed knowledge of who occupies No. 1 spot in TV unit sales, but Watts shot back: "I'm willing to bet $25,000 here & now that we're selling a greater dollar volume of TV merchandise than anybody else in the business—and that's what counts."

SYMPHONIC TO IMPORT TV LINE: Another American manufacturer—Symphonic Electronic Corp.—is going to Japan for a substantial part of its TV line. First shipment is in transit, due to arrive this month.

Nippon Electric Corp. will manufacture sets to Symphonic's specifications—including 16-in. leader with antenna & carrying handle and 19-in. portable, with step-ups in both sizes. NEC will also make series of 23-in. chassis to be integrated into domestically-made Symphonic radio-phono combos and console cabinets. Symphonic currently is manufacturing 19-in. portables domestically, and these will be retained in line.

A large factor in phono business, Symphonic is expected to sell its TVs under own and private-brand names. "Of particular interest," said Symphonic Pres. Max J. Zimmer, "is the fact that we are enabled to sell TV products to our private-label phono accounts at highly competitive prices." Symphonic also is "investigating transistor battery-operated TV portables, which, at this time are in prototype stage," according to Zimmer. It was understood that current prototype is 8-in. model.

Symphonic thus becomes 2nd American manufacturer to simultaneously manufacture & import TVs. Olympic was first, and is importing 19-in. portables & table models manufactured by Nippon Columbia.

At just about same time as Symphonic's announcement, imports of Japanese sets reached big landmark. The year's 100,000th Japanese TV arrived on the dock.

COMPONENTS MAKERS SET FAST 9-MONTH PACE: Clearly headed for banner year, components & tube manufacturers moved into 1962's final quarter with sales & earnings markedly ahead of a year earlier. Combined 9-month sales of 22 representative companies shot $128.8 million ahead of Jan.-Sept. 1961. Their aggregate earnings were up $10.8 million.

Reflecting industry's accelerating pickup, 20 firms were ahead $59 million in sales & $2.9 million in profits at first-quarter's end; 19 were up nearly $90 million in sales, $7.4 million in earnings at the half.

Many of 22 companies we analyzed for 9-month performance are major factors in military production of components & tubes. Some also produce other than tube & component products. However, these companies are representative of TV-radio components industry and are bellwethers of sales & profit trends. We analyzed Amphenol-Borg Electronics, CTS Corp., Clevite, Dynamics Corp. of America, Erie Resistor, Gabriel, General Bronze, Globe-Union, Indiana General, International Resistance, Littelfuse, P. R. Mallory, Muter, National Union Electric, Oak Mfg., Oxford Electric, Sangamo Electric, Sonotone, Standard Kollsman, Texas Instruments, Thompson Ramo Wooldridge, Tung-Sol.

Combined 9-month sales of these firms climbed to $1,203,843,916 from $1,075,080,522 in Jan.-Sept. 1961—a whopping $128.8 million gain. Their profits jumped $10.8 million to $40,642,947 from $29,804,711. Profit figures are after deducting Sangamo's 9-month 1962 loss of $447,000 & combined $827,053 loss in 1961's first 3 quarters suffered by General Bronze ($678,651) & Sonotone ($146,402).

Record sales & earnings were posted by Dynamics Corp. of America & International Resistance. Only 2 of 22 failed to boost sales over 1961's first 9 months. Profit gains were registered by 18 of 22. Sangamo was only company in red, and its $447,000 loss was after a $1,030,000 write-off of non-recurring charges. General Bronze & Sonotone rebounded smartly into the black from their Jan.-Sept. 1961 losses.

Most of 18 firms that boosted earnings did it impressively. Thompson Ramo Wooldridge, for example, soared to $9.1 million from $3.8 million. Erie Resistor jumped to $816,000 from $290,000. Clevite gained more than $1.2 million to $4.7 million from $3.4 million. Dynamics Corp. of America rose from $1.2 million to record $2.7 million. Oak Mfg. more than doubled earnings to $641,606 from $305,877. International Resistance climbed to record $2.1 million from $1.5 million. Gabriel more than doubled to $940,419 from $450,368. Globe-Union was up more than a half-million dollars to $1.7 million from $1.2 million. Indiana General improved to $1.6 million from $1.1 million.

Sales gains also were solid. Thompson Ramo Wooldridge jumped nearly $41 million to $342.2 million from $301.3 million. Dynamics Corp. of America soared to record $55.1 million from $32.9 million. International Resistance gained more than $5.5 million to record $23.9 million from $18.2 million. CTS Corp. gained more than $5.3 million to $20.7 million from $15.3 million. Other impressive gains: Amphenol-Borg—$65.9 million from $53.2 million. P. R. Mallory—$74 million from $63.1 million. Clevite—$75.8 million from $67.8 million. Oak Mfg.—$22.4 million from $16.6 million. Globe-Union—$48.8 million from $42.9 million. Indiana General—$20 million from $15.8 million.

Only one company—Standard Kollsman—slipped in both sales & profits. Sonotone also lagged in sales, but reversed Jan.-Sept. 1961's $148,402 loss with $253,406 profit. Other 3 profit decliners boosted sales—Texas Instruments to $175.5 million from $172 million, Tung-Sol $49.6 million from $47.6 million, Sangamo $36.2 million from $35.6 million.

Here's 1962-vs.-1961 9-month performance of 22 representative components & tube manufacturers:

	Sales		Earnings	
	1962	1961	1962	1961
Amphenol-Borg Electronics	$ 65,914,230	$ 53,153,796	$ 1,593,164	$ 892,133
CTS Corp.	20,652,463	15,332,138	1,595,070	1,296,250
Clevite	75,839,150	67,777,288	4,721,006	3,431,971
Dynamics Corp. of America	55,125,873	32,948,496	2,712,060	1,162,851
Erie Resistor	20,656,000	17,500,000	816,000	290,000
Gabriel	23,895,303	22,942,153	940,419	450,368
General Bronze	13,788,303	13,749,498	28,554	(678,651)
Globe-Union	48,768,783	42,941,563	1,733,095	1,202,520
Indiana General	19,937,207	15,799,749	1,605,529	1,120,250
International Resistance	23,853,000	18,200,000	2,100,000	1,522,000
Littelfuse	4,759,335	3,801,665	237,879	130,612
P. R. Mallory	73,957,409	63,116,688	3,192,401	2,801,008
Muter	11,934,232	10,047,200	197,161	111,119
National Union Electric	28,317,939	25,815,094	857,621	481,307
Oak Mfg.	22,373,367	16,617,689	641,606	305,877
Oxford Electric	6,970,312	6,253,245	71,661	59,007
Sangamo Electric	36,165,000	35,571,000	(447,000)	1,171,000
Sonotone	15,981,000	16,396,000	253,406	(148,402)
Standard Kollsman	67,656,430	76,262,873	2,138,899	2,435,515
Texas Instruments	175,461,000	171,937,000	5,832,000	7,063,000
Thompson Ramo Wooldridge	342,197,271	301,334,313	9,108,902	3,794,356
Tung-Sol	49,640,309	47,583,074	713,514	910,620
TOTALS	$1,203,843,916	$1,075,080,522	$40,642,947	$29,804,711

200 FM STATIONS NOW STEREOCASTING: Number of U.S. FM stations broadcasting in stereo hit 200 last week. It's likely that total will go close to widely-predicted 250 by year's end. However, broadcast equipment manufacturers say new orders for stereo equipment were relatively scanty, and there are indications that perhaps only another 200 at most will start stereo operations during 1963.

Our own list of stereo stations, compiled from FCC notifications, canvass of broadcast equipment makers and other sources, shows exactly 200 on air. Second list, of stations reported to have received equipment necessary to begin stereocasting, shows at least 66 more could start just about any time.

Transmitting equipment manufacturers agreed that buying of FM stereo generating equipment has slowed down to "routine" pace—slower than most of them had anticipated. There was general feeling that receiver manufacturers hadn't promoted stereo enough, or given enough support to stations.

Here are some sample comments from transmitter makers: "We had expected a pickup in interest in the fall based on anticipated acceleration in promotion by receiver manufacturers, but it didn't come." (Gates Radio sales vp Larry Cervone.) "On-air stations are reluctant to buy stereo equipment, and many of them are waiting until they need a whole new transmitter." (Standard Electronics customer relations mgr. Joseph M. Noll.) "We've seen some pickup, but more new FM stations are buying transmitters without stereo than with. Stereo broadcasting is like a drink of whiskey—it only brings temporary warmth. When you're the first in your community, it helps you, but soon your competition has it, too." (General Electronic Labs bcst. sales mgr. Sal Fulchino.)

Our new lists show some interesting trends. Chicago now has 6 FM stereo stations, San Francisco, Detroit & Seattle 5 each. Network-owned FMs are beginning to go stereo. NBC's WMAQ-FM was first to start stereocasting, and now CBS is equipping its o&o stations in Los Angeles, San Francisco & St. Louis for stereocasting. Several educational FMs are on air in stereo or about to begin—including U. of Kansas's KANU, Boston's educational WGBH, Okla. State's KOSU-FM Stillwater, U. of Wisconsin's WHA-FM Madison.

In addition to the U.S. stations below, several Canadian stations are now stereocasting or preparing to start. These include CKVL-FM & CFCF-FM Montreal, CFRB-FM & CHFI-FM Toronto, CFFM Kamloops, CFRA-FM Ottawa, CKY-FM Winnipeg, CHRC-FM Quebec & CHQM-FM Vancouver.

Here are our new up-to-date lists of stations now stereocasting and stations equipped to start:

STATIONS BROADCASTING IN FM STEREO

ALABAMA
Birmingham — WCRT-FM, WSFM
Huntsville — WNDA

ALASKA
Anchorage — KBYR-FM

ARIZONA
Phoenix — KEPI, KNIX
Sun City — KTPM

CALIFORNIA
Beverly Hills — KCBH
Coachella — KCHQ
Fresno — KCIB, KXQR
Garden Grove — KGGK
Los Angeles — KFMU, KMLA, KPOL-FM, KRHM
Monterey — KHFR
Riverside — KDUO
Sacramento — KHIQ, KSFM
San Diego — KFMX, KGB-FM, KLRO, KPRI
San Francisco — KBAY-FM, KBCO, KMPX, KPEN, KSFR
San Jose — KSJO-FM
San Luis Obispo — KVEC-FM
Santa Barbara — KMUZ
Santa Maria — KEYM
Turlock — KHOM
Ventura — KUDU-FM
Visalia — KONG-FM
Walnut Creek — KWME

COLORADO
Colorado Springs — KLST
Denver — KLIR-FM

CONNECTICUT
Brookfield — WGHF
Hartford — WTIC-FM
Meriden — WBMI

DELAWARE
Wilmington — WJBR

DISTRICT OF COLUMBIA
Washington — WASH

FLORIDA
Cocoa Beach — WRKT-FM
Coral Gables — WVCG-FM
Ft. Lauderdale — WFLM
Miami — WAEZ, WWPB
Orlando — WHOO-FM
Pensacola — WPEX-FM
St. Petersburg — WTCX
Sarasota — WYAK

GEORGIA
Athens — WGAU-FM
Atlanta — WKLS, WSB-FM
Gainesville — WDUN-FM

HAWAII
Honolulu — KAIM-FM

ILLINOIS
Chicago — WEFM, WFMQ, WFMT, WKFM, WMAQ-FM, WSBC-FM
Joliet — WJOL-FM
Quincy — WGEM-FM
Rock Island — WHBF-FM

INDIANA
Columbus — WCSI-FM
Indianapolis — WISH-FM
Terre Haute — WVTS

IOWA
Cedar Rapids — KHAK-FM
Des Moines — KDMI
Waterloo — KXEL-FM

KANSAS
Lawrence — KANU

KENTUCKY
Lexington — WVLK-FM

LOUISIANA
Monroe — KMLB-FM
New Orleans — WWMT

MARYLAND
Bethesda (Washington, D. C.) — WHFS, WJMD
Towson (Baltimore) — WAQE-FM

MASSACHUSETTS
Boston — WBCN, WGBH
Lynn — WUPY
Waltham — WCRB-FM

MICHIGAN
Bay City — WNEM-FM
Detroit — WABX, WDTM, WGPR-FM, WLDM, WOMC
East Lansing — WSWM
Flint — WGMZ
Grand Rapids — WJEF-FM, WOOD-FM
Midland — WQDC
Mt. Pleasant — WCEN-FM

MINNESOTA
Minneapolis — KRSI-FM, KWFM, WAYL

MISSOURI
Joplin — KSYN
Kansas City — KCMO-FM, KMBC-FM
St. Louis — KCFM, KSHE
Springfield — KTXR

NEBRASKA
Omaha — KQAL-FM

NEVADA
Las Vegas — KORK-FM

NEW HAMPSHIRE
Mt. Washington — WMTW-FM

NEW JERSEY
Dover — WDHA-FM
Long Branch — WRLB
Trenton — WBUD-FM

NEW MEXICO
Albuquerque — KHFM

NEW YORK
Babylon, L. I. — WQMF
Buffalo — WDCX
Fresh Meadows, L. I. (N.Y.C.) — WTFM
Garden City — WLIR
New York — WQXR-FM
Pachogue, L. I. — WPAC-FM
Riverhead, L. I. — WAPC-FM
Rochester — WCMF
Schenectady — WGFM
Syracuse — WSYR-FM
Utica — WUFM

NORTH CAROLINA
Burlington — WBBB-FM
Charlotte — WBT-FM
Greensboro — WMDE, WQMG

OHIO
Barberton (Akron) — WDBN
Canton — WCNO
Cleveland — WDGO, WNOB
Columbus — WBNS-FM
Findlay — WFIN-FM
Kettering — WKET-FM
Mansfield — WVNO-FM
Middletown — WPFB
Port Clinton — WRWR
Portsmouth — WPAY-FM

OKLAHOMA
Oklahoma City — KFNB
Stillwater — KOSU-FM
Tulsa — KOCW, KRAV

OREGON
Eugene — KFMY, KWFS-FM
Portland — KGMG, KPFM
Springfield (Eugene) — KEED-FM

PENNSYLVANIA
Braddock (Pittsburgh) — WLOA-FM
Chambersburg — WCHA-FM
Johnstown — WJAC-FM
Philadelphia — WFLN-FM, WHAT-FM, WIFI, WQAL
Pittsburgh — WKJF

RHODE ISLAND
Providence — WPFM, WXCN

SOUTH CAROLINA
Beaufort — WBEU-FM
North Charleston — WKTM
Spartanburg — WSPA-FM

TENNESSEE
Kingsport — WKPT-FM
Nashville — WNFO-FM, WSIX-FM
Tullahoma — WJIG-FM

TEXAS
Amarillo — KCHO
Austin — KTBC-FM
Beaumont — KHGM
Corpus Christi — KTOD-FM
Dallas — KIXL-FM, KVIL-FM
Ft. Worth — WBAP-FM
Gainesville — WGAF-FM
Houston — KFMK, KODA-FM, KRBE, KXYZ-FM
Port Arthur — KFMP
San Antonio — KEEZ
Wichita Falls — KNTO

UTAH
Salt Lake City — KSL-FM

VIRGINIA
Martinsville — WMVA-FM
Norfolk — WTAR-FM, WYFI
Richmond — WFMV
Roanoke — WSLS-FM

WASHINGTON
Seattle — KETO-FM, KGMJ, KISW, KLSN, KZAM
Tacoma — KLAY-FM

WEST VIRGINIA
Charleston — WKNA
Martinsburg — WEMP-FM

WISCONSIN
Madison — WISM-FM, WMFM
Milwaukee — WFMR, WMKE, WTMJ-FM
West Bend — WBKV-FM

PUERTO RICO
Rio Piedras — WFID

STATIONS EQUIPPED FOR STEREO

(Due to begin stereocasting soon)

ALABAMA
Huntsville — WAHR

ARIZONA
Tucson — KSOM

CALIFORNIA
Los Angeles — KBMS, KNX-FM
Oceanside — KUDE-FM
Palm Springs — KDES-FM
San Bernardino — KRCS
San Francisco — KAFE, KCBS-FM
Santa Barbara — KDB-FM
Woodland — KATT

COLORADO
Denver — KFML-FM
Manitou Springs — KCMS-FM

CONNECTICUT
Hartford — WCCC-FM

FLORIDA
Cocoa Beach — WXBR
Gainesville — WRUF-FM
Miami — WMIE-FM

GEORGIA
Columbus — WRBL-FM

HAWAII
Honolulu — KPOI-FM

IDAHO
Boise — KBOI-FM

INDIANA
Evansville — WIKY-FM

IOWA
Cedar Rapids — WMT-FM

KANSAS
Wichita — KCMB-FM

KENTUCKY
Louisville — WLVL
Prestonsburg — WDOC-FM

MAINE
Caribou — WFST-FM

MASSACHUSETTS
Worcester — WTAG-FM

MICHIGAN
Lansing — WMRT-FM

MISSOURI
St. Joseph — KUSN-FM
St. Louis — KADI, KMOX-FM, KWIX

NEVADA
Las Vegas — KLUC-FM

NEW JERSEY
Atlantic City — WFPG-FM
Paterson — WPAT-FM
Trenton — WTTM-FM

NEW YORK
Buffalo — WADB, WYSL-FM
New York — WNYC-FM

NORTH CAROLINA
Hickory — WIRC-FM

OHIO
Cincinnati — WAEF-FM
Cleveland — WDOK-FM
Cleveland Heights — WCUY
Columbus — WMNI-FM
Dover — WJER-FM
Springfield — WBLY-FM
Toledo — WTOL-FM

PENNSYLVANIA
Hanover — WHVR-FM
Philadelphia — WDVR
Pittsburgh — WWSW-FM
Warren — WRRN
Wilkes-Barre — WYZZ

SOUTH CAROLINA
Seneca — WSNW-FM

TENNESSEE
Lebanon — WCOR-FM

TEXAS
Dallas — KRLD-FM, KSFM,
Gainesville — KGAF-FM
Houston — KQUE
Lubbock — KBFM
Midland — KNFM

VIRGINIA
Richmond — WCOD

WASHINGTON
Seattle — KGFM

WISCONSIN
Eau Claire — WIAL
Green Bay — WBAY-FM
Madison — WHA-FM

PUERTO RICO
Isabella — WISA-FM

TV-RADIO PRODUCTION: EIA statistics for week ended Nov. 30 (48th week of 1962):

	Nov. 24-30	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	98,551	109,260	114,724	6,030,304	5,715,365
Total radio	412,185	358,880	393,981	17,828,966	15,930,123
auto radio	196,427	180,686	141,748	6,591,455	5,050,659

MOTOROLA TV SALES UP 50%: A confident Motorola management team faced distributor meeting in Chicago at week's end, pointing with pride to 50% increase in TV sales, claiming No. 1 position in all but cheapest stereo merchandise, and predicting continued good business next year, although with possible price increases.

Motorola Consumer Products Pres. Edward R. Taylor said company increased its share of TV market more than any other year during 1962. Consumer Products Marketing vp S. R. (Ted) Herkes said Motorola's 50% TV unit sales increase over 1961 compared with industry increase of 9.1%.

Taylor claims Motorola "now stands clearly the No. 1 purveyor" of stereo priced at $79.95 & higher. For next year, he predicted industry sales of 6.3-6.4 million b&w TVs, 550,000 color sets. He said he expects economy to "continue on a high plateau," approximately at same level in first 3-6 months of 1963 as in last half of 1962. He warned, however, that "the cost of components and other parts have risen sharply, and industry leaders will have to consider price increases in the year to come."

Motorola announced new auto radio line, starting with all-transistor set at $29.95 and featuring precedent-setting 2-year warranty covering parts, labor & re-installation.

There were 10 TV drop-ins—23-in. sets at $169.95-$199.95, 19-in. table models at $159.95-$189.95 and 19-in. portables at $139.88 & $149.95.

■

Case of the "Zenith" tradename has been settled in consent decree filed in Chicago Federal Court. Duluth appliance manufacturer Marshall-Wells Co. will cancel its "Zenith" trademark in consideration of payment of $550,000 by Zenith Radio Corp. Decree terminates $5-million suit filed in 1958 by Zenith, and counterclaim by Marshall-Wells that Zenith was using trade name illegally.

Armour Research Foundation of Ill. Institute of Technology, nation's 3rd largest private scientific research institution, changes its name June 1 to IIT Research Institute. Armour is one of prime developers of magnetic tape recording in U.S., and holds basic patents in field.

Trade Personals

Thaddeus L. Dmochowski, ex-RCA, named pres. of ITT Information Systems Div. . . . **William M. Duke,** ITT Federal Labs pres., also named pres. of ITT Intelcom, a new subsidiary; **Albert E. Cookson** appointed vp-gen. mgr.

Sidney M. Robards promoted to RCA staff vp, news & information.

Charles E. Shalvoy appointed Philco International Div. controller, succeeding **E. G. Lagercrantz,** named banking, credit & exchange dept. mgr.

Charles E. Belzer Jr., ex-Sylvania, named Warwick Mfg. product sales mgr., succeeding **Fred Kopesky,** resigned.

E. Bruce McEvoy appointed asst. to Sylvania Tube Div. mktg. vp **Robert G. Lynch,** succeeded as distributor sales mgr. by **William T. Buschmann . . . George T. Scharffenberger** elected a Litton Industries senior vp.

Joseph P. Nolan, former RCA PR executive who joined Chase Manhattan Bank early this year as PR dir., appointed a vp.

Glen A. Burdick, a Sylvania Tube Div. senior engineer, awarded patent for "image display device" pertaining to fabrication of color TV screen; **Henry J. Zwald,** senior technician, awarded patent for mechanism for feeding eyelets or similar parts on stem leads.

Gary Buhrow named special mkt. sales mgr., GE Auto Products, a new post.

Obituary

David Wald, 71, pres. of United Scientific Labs' DeWald Radio Div., died Dec. 5 in N.Y. An industry pioneer, he also founded Radio, TV, Electronics & Allied Industries Div. of Federation of Jewish Philanthropies.

EIA's proposed definition of "high fidelity" (Vol. 2:49 p8) will be turned over to FTC Jan. 9, according to consumer products staff dir. L. M. Sandwick. "We'll turn over all letters and critiques, both for & against the definition," Sandwick told us. We're just trying to come up with a minimum definition; there's no attempt to freeze the state of the art. The definition may well change as the art improves." Hi-fi is defined as applicable to any instrument with relatively constant response of 100-8,000 cycles and power output of at least 5 watts. Some objections, mainly by component hi-fi manufacturers, argued that standards were too low; others said they were too high, possibly removing hi-fi label from any instrument selling for under $150. There were also objections that standard disregards phono pickup & speaker characteristics. Consumer products div. approved it by 17-3 vote.

"Most comprehensive merchandising program ever developed" by Westinghouse TV-radio div. will be announced to dealers next month. Ad & promotion mgr. Russell W. Johnson said plan is "new concept" geared to seasonal patterns. Program will include special product packages, local advertising, point-of-sale materials. First-quarter plans include "winter clearance" push, a new 23-in. TV, 6 new radio & phono products. Models to be dropped in throughout year will be brand new, according to TV-stereo product mgr. J. J. Eagan, "and each will have an entire merchandising program built around it."

Distributor Notes: Olympic Radio & TV appoints **William D. Goldberg,** ex-Admiral, gen. mgr. of Olympic Appliances Inc., Glendale, N.Y., succeeding **David Rubinger,** resigned (Vol. 2:47 p10) • **Philco Distributors'** Washington, D. C. office has been expanded to embrace Baltimore area, replacing **Piedmont Distributors.** Washington office will cover 7 Md. & 8 W.Va. counties • **Viscount Electronics** appoints **Paul Fishman Associates** sales rep for Viscount radios in Ind. & Ky. • **Olympic Radio & TV** appoints **Dore Schwab** pres. of Olympic of Northern Cal., San Francisco • **Emerson's Du Mont Div.** appoints **H. Joseph Sarlin** regional sales mgr. for Conn., headquartering in Hartford • **David Brody** resigns as **James M. Otter** Co. sales vp; **Richard Dale** named key accounts rep by the Philco distributor, succeeding **Joseph Lagore,** resigned • **Jack Cherry,** onetime Philco vp, resigns as mgr. of Philco's Boston branch • **Viscount Electronics** appoints **Les A. Morrow Co.** as rep for Viscount radios in Ohio, West Virginia & western Pennsylvania • **Olympic Radio & TV** names **Steel City Wholesalers** (John W. Hamilton pres. & gen. mgr.), Birmingham, Ala., distributor for northern & central Alabama; **Leif Svance** appointed district rep for southern Wisconsin • **Phillips Audio Sales** appoints **Auerbach Sales** Chicago area rep for its imported Kuba radio-phonos • **Sylvania** will hold regional distributor meetings in Denver Dec. 11 & Washington, D. C. Dec. 14.

What is a "new" picture tube? This question will get FTC airing when Westinghouse contests FTC charge that it misrepresented "TV tubes containing used parts" as "new & fresh from the factory." Westinghouse denied charges, pointing out that all parts inside its replacement tubes are new, and that tubes are labeled to indicate that envelope is re-used.

Solid-state molecular circuits are now being offered in production quantities by Westinghouse, which is advertising them at $14.70-$19.50 each in lots of 1,000. Circuits offered include RF amplifier, IF amplifier, 2 audio amplifiers, video amplifier, oscillator-mixer, nand gates, R-S flip-flop.

Electronic traffic aids could increase capacity of existing roads, according to Bureau of Public Roads research & development dir. Robert F. Baker. He told Miami Beach meeting of American Assn. of State Highway Officials' Committee on Electronics that almost "unlimited potential" exists in this field of electronics for private industry.

Zenith Pres. Joseph S. Wright expects industry's first-half 1963 TV sales to top Jan.-June 1962 by 3%. Guesting on First National Bank of Chicago's Annual Outlook Panel, Wright also predicted similar rise for radios & phonos.

"Closed Circuit Guide for Business & Industry" is new booklet now available from Blonder-Tongue, 9 Alling St., Newark 2, N.J.

Sylvania's regional marketing meetings to announce plans and show new models will be held Dec. 11 in Denver, Dec. 14 in Washington.

Zenith has increased its quarterly dividend to 25¢ from 20¢ & declared an extra 35¢ payment. Both are payable Dec. 28 to holders of record Dec. 7.

Blonder-Tongue expands into line of professional electronic instruments & test equipment. First product is transistor field strength meter.

Olympic 16-in. Japanese-made portable is in initial-delivery stage, at list price of $119.95.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Hawley Products	1962—9 mo. to Sept. 30	$ 5,477,930	——	$ 282,551	$1.08	238,450
	1961—9 mo. to Sept. 30	4,263,106	——	65,843	.25	238,450
Litton Industries	1962—qtr. to Oct. 31	127,000,000	——	5,200,000	.52	4,833,857
	1961—qtr. to Oct. 31	73,385,000	——	3,436,000	.35	4,368,273
Lynch Corp. (Symphonic)	1962—9 mo. to Sept. 30	21,628,179	$ 354,111	97,129	.11	918,025
	1961—9 mo. to Sept. 30	16,554,909	775,968	361,635	.48	692,772
	1962—qtr. to Sept. 30	10,658,750	314,337	223,062	.23	918,025
	1961—qtr. to Sept. 30	7,669,604	482,132	360,233	.48	692,772
Stanley Warner	1962—year to Aug. 25	136,150,525	4,818,532	2,853,532	1.40	2,033,924
	1961—year to Aug. 25	134,720,744	7,981,873	4,301,873	2.12	2,026,574
Technicolor	1962—9 mo. to Sept. 29	42,689,527	——	433,850	.16	2,640,478
	1961—9 mo. to Sept. 29	40,460,178	——	1,438,945[1]	.55	2,598,218
	1962—qtr. to Sept. 29	15,079,972	——	(394,757)[2]	—	2,640,478
	1961—qtr. to Sept. 29	14,418,552	——	33,945[1]	.01	2,598,218
Times-Mirror	1962—40 wks. to Oct. 7	108,492,592	——	4,106,128	.95	4,300,492
	1961—40 wks. to Oct. 7	93,352,567	——	3,610,729	.84	4,282,534
	1962—12 wks. to Oct. 7	33,610,888	——	1,799,129	.41	4,300,492
	1961—12 wks. to Oct. 7	29,738,533	——	1,211,526	.28	4,282,534
Transitron Electronic	1962—13 wks. to Sept. 29	5,450,623	——	(691,674)[3]	—	7,503,368
	1961—13 wks. to Sept. 29	8,487,715	——	204,653	.03	7,503,368
United Artists	1962—9 mo. to Sept. 30	91,502,000[4]	——	3,103,000[4]	1.78	1,741,473
	1961—9 mo. to Sept. 30	85,310,000	——	3,014,000	1.73	1,729,373
	1962—qtr. to Sept. 30	33,636,000	——	1,210,000	.68	1,741,473
	1961—qtr. to Sept. 30	33,884,000	——	1,336,000	.72	1,729,373

Notes: [1] After $604,000 inventory write-downs & additional reserves against doubtful accounts. [2] Before non-recurring income of $517,000 (20¢ a share) from British affiliates. [3] After $730,000 tax credit. [4] Record.

Reports & comments: GT&E, reviews, Carl M. Loeb, Rhoades & Co., 42 Wall St., N.Y. 5; Dean Witter & Co., 14 Wall St., N.Y. 5 • **Fairchild Camera & Instrument**, comment, Orvis Brothers & Co., 15 Broad St., N.Y. 5 • **Schlumberger**, review, L. F. Rothschild & Co., 120 Broadway, N.Y. 5; analysis, Loewi & Co., 225 E. Mason St., Milwaukee 2 • **Westinghouse**, review, J. C. Wheat & Co., 1001 E. Main St., Richmond 19 • **Hallicrafters & Loral Electronics**, comments, Purcell & Co., 50 Broadway, N.Y. 4 • **International Resistance**, study, W. E. Hutton & Co., 14 Wall St., N.Y. 5 • **RCA**, report, Shields & Co., 44 Wall St., N.Y. 5 • **"Consumer Electronics—Progress & Promise,"** discussion, Thomas & McKinnon, 11 Wall St., N.Y. 5 • **Westinghouse**, comment, Edward D. Jones & Co., 300 N. 4th St., St. Louis 2; report, Courts & Co., 11 Marietta St. N.W., Atlanta 1 • **Electronic Specialty**, report, Stanley Heller & Co., 30 Pine St., N.Y. 5 • **Giannini Scientific**, analysis, Kidder, Peabody & Co., 17 Wall St., N.Y. 5 • **Westinghouse**, review, A. M. Kidder & Co., One Wall St., N.Y. 5 • **Clevite**, analysis, Bruns, Nordeman & Co., 52 Wall St., N.Y. 5 • **RCA**, discussion, Orvis Brothers & Co., 15 Broad St., N.Y. 5 • **CBS**, discussion, Abraham & Co., 120 Broadway, N.Y. 5 • **Lafayette Radio Electronics**, memo, Purcell & Co., 50 Broadway, N.Y. 4 • **Avco**, comment, E. F. Hutton & Co., 61 Broadway, N.Y. 6 • **Toshiba**, report, N.Y. Hanseatic Corp., 120 Broadway, N.Y. 5 • **RCA**, report, Edwards & Hanley, 100 N. Franklin St., Hempstead, N.Y. • **GT&E**, analysis, A. C. Allyn & Co., 122 S. La Salle St., Chicago 3 • **Giannini Scientific**, report, Draper, Sears & Co., 50 Congress St., Boston 2.

Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
Clarostat	Stk.	3%	Dec. 28	Dec. 17
Consol. Elec. Indus.	Q	$0.25	Jan. 4	Dec. 14
Corning Glass	Q	.37½	Dec. 26	Dec. 14
Corning Glass	Ex.	.50	Dec. 26	Dec. 14
Decca Records	Q	.30	Dec. 28	Dec. 17
Heli-Coil	Q	.20	Dec. 21	Dec. 14
Newark Electronics-A	Q	.06¼	Dec. 31	Dec. 14
RCA	Q	.25	Jan. 28	Dec. 17
RCA	Stk.	2%	Feb. 4	Dec. 17
Times-Mirror	Q	.12½	Dec. 21	Dec. 7
Times-Mirror	Stk.	2%	Jan. 18	Dec. 21
Trans-Lux	Q	.15	Dec. 28	Dec. 14
United Artists	Q	.40	Dec. 28	Dec. 14
Universal Pictures	Q	.25	Dec. 27	Dec. 14
Universal Pictures	Ex.	.25	Dec. 27	Dec. 14

Kansas City Southern Industries will purchase approximately 40% of TV Shares Management Corp.'s outstanding 1,018,500 shares, subject to reaffirmation of contracts between latter & TV-Electronics Fund. TV Shares is latter's investment manager & principal underwriter. Fund stockholders will meet Jan. 17. Kansas City Southern Industries was formed by Kansas City Southern Railway to permit diversification outside railroad industry.

Emertron stockholders have approved company's sale to Litton Industries for approximately $8 million in stock & debentures (Vol. 2:49 p11).

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WEEKLY
Television Digest

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The authoritative service for executives in all branches of the television arts & industries

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Broadcast

POWER SHIFT WITH COX FCC APPOINTMENT gives 'strong Commission' school a working majority, starting early next year (p. 1).

FCC THINKING—MINOW, HENRY, BARTLEY give current views on major topics in interviews, speeches (p. 2).

CODE BOARD CIGARET DECISION—STUDY it and report to TV Board in Jan. No violent debate. Meeting with ANA covers "man-in-white" commercials, "clutter," etc. (p. 3).

N.Y. NEWSPAPER BLACKOUT sparks increase of up to 30% in news & feature schedules of N.Y. TV-radio outlets. Newspapers make star columnists available in burst of cooperation. There's little ad boom for TV-radio, however (p. 4).

UHFs SPARK NEW TRADE ASSN.—'ACT'— with Thad Brown as full-time Washington vp-exec. dir. Putnam heads group stimulated by all-channel-set law (p. 4).

'RELAY' POWER FAILS, DIMS TV POTENTIAL—scientists uncertain about possibilities of correction (p. 5).

DEALER-CONSUMER FM STEREO EDUCATION urged by EIA's AM/FM Broadcast Equipment Section (p. 6).

LEAKY REPORT ON FTC—TEAPOT TEMPEST: Supposedly confidential report criticizing FTC procedures raises commissioner's hackles (p. 7).

Consumer Electronics

CONSUMER DEMAND BOOMS EUROPEAN ELECTRONICS: Chase Manhattan Bank report finds total European TV production ahead of U.S., total consumer electronics output on par with ours, Common Market electronics production growing 15-25% yearly (p. 8).

KIMCODE OFF GROUND as tube makers report orders are firming; GE to use it throughout 1964 big-screen set line—others to convert either partially or fully. Tube price increase seen definite next month (p. 9).

NEW SETS shown to distributors include first $495 color TVs by Admiral & Zenith; RCA, Sylvania & Symphonic also unveil new merchandise (p. 10).

REVIEWS & FORECASTS: Summaries of 1962 and outlook for 1963 as digested from industry leaders' year-end statements (p. 10).

JAPANESE ELECTRONICS BUSINESS is good, too, specially prepared table showing 8 major firms improved sales & earnings in 6-month period to Sept. (p. 11).

POWER SHIFT WITH COX FCC APPOINTMENT: Watch FCC very, very closely from now on. New Frontier is solidly in saddle. With President Kennedy finally announcing intention of putting Broadcast Bureau Chief Kenneth Cox in for Comr. Craven, when latter retires Jan. 31 to become FCC space consultant, there's a Minow-led majority ready to move.

The 3 Kennedy appointees—Minow, Henry & Cox—think much alike, in terms of asserting Commission's authority over industry. In addition, they'll often pick up vote of fellow Democrat Bartley, frequently get help from Republicans Lee & Ford. Looks as if Comr. Hyde often will be lonesome champion of laissez-faire policy which prevailed during Eisenhower administration.

Cox appointment is not "all bad," in opinion of some conservative industry people. Their view: (1) Cox knows industry & FCC, and he's a known quantity—preferable to appointment of some random wild-eyed newcomer who might have been picked. (2) As a commissioner, he's in some ways less influential than he has been as Broadcast Bureau Chief, through whose hands all TV-radio work funnels.

President's announcement said Cox appointment was to fill out Craven's term, which ends next July 1. However, Cox & just about everyone else assumes he'll get full 7-year term thereafter. "I hope,"

said Cox, "that I'll get it—unless I do something like shooting somebody." (He entered hospital for minor operation last week, will be away from desk until first of year.)

Cox's impact on Commission should be felt immediately when he assumes office, but there's one important area he can't vote in—adjudicatory matters he has handled, such as comparative TV hearings, revocations, renewals. But he's completely free to vote on such major policy matters as network & CATV regulation.

Speculation about "names" now reverts to staff appointments. As Cox's replacement, talk has been concentrating on his asst. chiefs—James Barr & James Juntilla—but it's understood that neither will get it. For Chief of Renewal & Transfer Div., acting chief Sylvia Kessler is most mentioned. Irving Brownstein, asst. chief of Safety & Special Bureau, is expected to be stepped up to chief, succeeding new FCC Executive Director Curtis Plummer (Vol. 2:50 p3).

Cox is a Seattle lawyer, 46, protege of Sen. Magnuson (D-Wash.), chmn. of Commerce Committee. He got feet wet in TV-radio as 1956-57 special counsel for Magnuson in Committee hearings on networks, CATV, etc. He's been with FCC since April 10, 1961, has always been tabbed for commissionership. He was to get vacancy now filled by Comr. Henry, but he got caught in political cross-fire between Magnuson & Ark. Congressional delegation which wanted Comr. Cross reappointed. Some political speculators now venture that Cox is being primed for eventual candidacy for Senator or Representative.

Administration dug diligently for ways & means of treating Craven fairly—came up with the formula. As consultant to FCC, his salary, including retirement pay, is expected to be same $20,000 he has been getting. And, of course, he remains govt.'s "senior statesman" on space communications. (He's tickled by phrase "his career spans spark to space.") Kennedy's announcement said it's "gratifying to know that we will continue to have the benefit of your years of experience & wise counsel in this highly complex field. . . . The fact that you are willing to undertake this added assignment after concluding over 36 years of distinguished federal service is indeed a tribute to your devotion to duty."

FCC THINKING—MINOW, HENRY, BARTLEY: Biggest things on FCC Chmn. Minow's mind currently: (1) Space communications. (2) Uhf development. (3) Improvement of FCC's "incredible" procedures.

In recent interview, he told us that "space communications is our biggest job," expressed pleasure that Comr. Craven agreed to serve as space consultant to FCC and as a top U.S. representative in Geneva conferences next Oct., after being succeeded by Broadcast Bureau Chief Kenneth Cox next Jan.

Growth of uhf is particularly important to Minow, and he thinks his colleagues are missing a promotional bet. When he dissented in Commission's announcement that uhf CP-holders must build quickly or lose grants (Vol. 2:50 p4), he urged that FCC seek uhf-stimulating ideas from public & industry. Here's one of his own:

Let vhf operators own uhf in same city—but specify that they must duplicate "X%" of vhf programs on uhf, at a later hour, and that "Y%" must be non-duplicated programming. "The waste in TV programming is appalling," he said. "They create a wonderful program, at great expense, and it's shown only once. I know the arguments here against the vhf-uhf combination—concentration of control—but the Commission can handle that. And I know the argument of the vhf telecaster: Why compete with myself? Who knows, they may get new advertisers, more money. I think a few would try it.

"With added facilities coming up, the industry should be reexamining itself. We're going to see a 4th network. The minority audiences will be served. Now is the chance for experimentation."

With more & more TV outlets, Minow said, Commission could be less & less involved with programming. With plethora of radio stations, he added, he's not nearly as concerned with its programming as with TV's. In field of commercials, he said he'd go for a code enforced by a trade association with teeth—of type recommended by Commission's network study staff (Vol. 2:50 p2)—but he doesn't cotton to such an association for programming.

As for FCC's cumbersome legal proceedings, Minow plumps for a "Communications Court" to handle adjudicatory matters. Such Court, he said, could really move cases.

Minow remains hot about "loud commercials." Sen. Case (R-N.J.) last week released letter from Minow which credited Case for stimulating his interest in subject and which said he'll ask Commission to propose volume-limiting rule. Case also cited H. H. Scott study which concluded that most TV commercials are louder than program material.

• • • •

Comr. Henry's maiden speech, to Federal Communications Bar Assn., amplified our initial interview (Vol. 2:46 p1). After speech, lawyers sized him up as intelligent, determined—and too inclined to view things as black-&-white. "Youth," said one attorney. Among points Henry made:

(1) FCC's job is to help industry and to work for "moral & intellectual improvement of the public, as well as its economic well-being."

(2) FCC must "assiduously" protect groups which don't present their positions effectively to Commission—consumer, customer, listener.

(3) Local-live hearings, such as Omaha session at which he'll preside, are "very effective tool" for determining broadcasters' performance.

(4) CATV should be regulated by FCC.

(5) Networks must be kept "healthy & vigorous." Option time is a "key question, for on it depends a network's ability to exist as such, whether it is called option time" or something else.

(6) "TV programs today exhibit a discouraging degree of sameness, particularly in prime time. . . . Networks must satisfy the majority, but only part of the time; and they must accurately determine what the majority really wants, not what it accepts merely because nothing else is offered." Excess govt. control would "create an atmosphere of sterility & fear" and he'd advocate abolishment of FCC before helping produce such atmosphere.

(7) "There are no 'paper' promises" by applicants. "There are only statements . . . which are intended to be followed fully, and on which the Commission may confidently rely."

(8) Any station alleging "economic injury" by potential competitor should be willing to take risks to prove it, "should put its money where its mouth is."

(9) Broadcasters should police own industry on over-commercialization but results will be "a long time a-coming."

(10) FM stations should be assigned through an allocation table.

(11) In editorializing, station should be "accurate" & "thorough."

Comr. Bartley, in speech before Southern Cal. Bcstrs. Assn., appeared to like several recommendations of FCC network study staff (Vol. 2:50 p2). A "national code authority composed of all licensees . . . could bring their collective influence to bear" on all program producers. "Here then," he said, "would be the authority, now lacking, for if effective self-regulation fails, our experience tells us that statutory regulation fills the void."

Bartley also was sympathetic with proposals to limit network-owned prime-time shows and to take networks out of syndication business. "The market place for programs," he said, "must be kept open to competition. It must not fall into the hands of a few and thus restrict the licensee's selection."

CODE BOARD CIGARET DECISION—STUDY: The Great Collins-Tobacco Debate produced no furore during NAB Code Review Board's discussions last week. NAB Pres. Collins made his recommendation—undisclosed revision of Code designed to reduce cigaret ads' appeal to youth (Vol. 2:48 p1, et seq.)—and Board decided to study it, report to TV Board in Jan. 16 Phoenix meeting. (Code Board can't change Code; it can recommend changes to TV Board.)

Session was described as "cordial," and several participants said Collins's presentation was "excellent, whether you agree with him or not." What kind of studying will be done? Talk to health authorities, cigaret makers & their trade association; round up commercial-curbing practices of Britain, Italy,

Denmark. No one expects drastic revision of cigaret-commercial practices in near future; that awaits more widely accepted evidence of cigarets' injury to health. More immediate question is what Board will say or do about Collins's opinion that he should give purely personal views on matters vitally affecting industry—and what will be done about renewal of his contract as president. He has lot of support, lot of opposition.

In other actions last week, Code Board recommend: (1) Tightening "man-in-white" medicine commercials to frown on use of professionals such as doctors & nurses—in addition to current restrictions on use of actors & actresses dressed as professionals. (2) Putting reference to editorializing in Code—advocating careful research, distinguishing editorial from other program material, etc.

Board also discussed commercial standards—principally relaxation urged by smaller-market stations—considered 9 possible changes, but couldn't agree on any recommendations. In 2nd day in Washington, Code Board met with representative of Assn. of National Advertisers, in relatively brief "exploratory" discussion of "man-in-white" issue, "clutter" of non-program material (credit "crawl," etc.), commercial length & position, monitoring.

NAB Code staff reported results of monitoring 255 stations, said compliance is almost complete, that the few discrepancies discovered were almost always corrected when pointed out to stations.

UHFs SPARK NEW TRADE ASSN.—'ACT': New trade association—Assn. for Competitive TV (ACT)—has been formed from nucleus of predominantly-uhf Committee for Competitive TV. Purpose: primarily to make most of new all-channel-set law, promote uhf generally.

CCT was loose & rather ad hoc organization, but ACT will have full-time Washington vp-exec. dir. He's veteran of early Washington TV wars: Thad Brown, one-time counsel for original TV Bcstrs. Assn. & DuMont, then top NAB TV staff man, recently practicing law in Washington.

ACT has "minimal budget" for one year, to start, and Washington staff will be Brown & his secy. Seven-man board comprises survivors of uhf wars: William Putnam, WWLP Springfield, Mass., chmn.; Fred Mueller, WEEK-TV Peoria, vice chmn.; R. W. Mack, WIMA-TV Lima, O.; David Baltimore, WBRE-TV Wilkes-Barre; John English, WSEE Erie; Lawrence Turet, WXIX Milwaukee; W. P. Williamson, WKBN-TV Youngstown.

Membership won't be limited to uhfers—but undoubtedly will be heavily uhf for some time. ETV groups are expected to be interested. No decision has been made yet regarding inviting equipment makers, attorneys, engineers, CATV, etc. Brown won't handle legal work; outside legal, engineer & public relations counsel will be retained. Initial PR work has been handled by Phil Dean organization, N.Y. Office will be rented shortly.

If plans develop as expected, you may be sure ACT will be heard from. Board members & Brown are not shrinking violets.

N.Y.'S NEWSPAPER BLACKOUT: Having undergone baptism of fire in pre-Christmas newspaper blackout in 1958 (Vol. 14:51 p14), N.Y.'s TV-radio stations had extensive blueprints ready for expansion of news & feature coverage during current strike against 7 N.Y. and 2 Long Island papers. Stations did better job than '58—but it was still stopgap.

Newspapers were better-prepared to make quick switch from printing presses to microphones and TV cameras to keep their image alive. Locked in a deadly-serious labor dispute with craft unions, N.Y.'s newspapers have largely realized their very life is at stake, and have been more than cooperative in making available star columnists—from *N.Y. Times* TV critic Jack Gould to *WT&S* City Hall reporter Woody Klein—for guest appearances.

Main air expansion has been straight news coverage. In this area, expansion was most noticeable on radio stations, largely because it's easier to crowd more news & features into long disc jockey shows than it is to shoe-horn news into tight Christmas TV program schedules.

Spot check we made of stations in N.Y. showed this pattern. Radio—average major N.Y. radio station had increased its news schedules 20-30% by week's end, including guest newspapermen. TV—Network

flagships had expanded news coverage substantially and had cream of newspaper talent; independents showed scattered pattern, with WPIX making moderate increase in news schedule but with WNEW-TV adding no less than 35 capsuled newscasts daily. Over-all TV increase, however, was about 10-15%.

There was no real ad boom among stations, even though estimated $1 million daily in Yuletide newspaper advertising was blacked out. Radio stations reported more new Christmas spot business than did TV stations, but almost nobody was making any real profit because of added expenses of news coverage.

Sidelights to situation were plentiful. N.Y. office of *TV Guide* told us that there had been "obvious" circulation jump in vacuum created by disappearance of newspaper TV listings, but said there would be really spectacular growth only if strike was a long one. WNBC-TV began publishing 2-page handout "newspaper" of news highlights and gave it away to commuters at Grand Central & Penn Station at rate of more than 150,000 daily. WJRZ (formerly WNTA) took man-on-street survey to find out what newspaper readers missed most. Answer: cross-word puzzles & comic strips.

Even out-of-town stations got into the act. RKO General's WNAC Boston flew down 300 copies of *Boston Globe* to N.Y. Dec. 13, and had them distributed—compliments of WNAC—to agency account executives and timebuyers in time for morning coffee break.

'RELAY' POWER FAILS, DIMS TV POTENTIAL: Bright U.S.-Europe TV transmission plans faded as we went to press last week, when RCA's Relay satellite failed to put out enough power—after near-perfect NASA launch.

NASA said engineers were working on problem but couldn't tell whether power could be brought up. They had planned TV test on 6th orbit. One-way telemetry was only function operating.

Plans for ambitious 40-min. intercontinental Christmas spectacular Dec. 17, therefore, were knocked awry. NASA & RCA officials said no immediate backup Relay shot is planned, if orbiting Relay remains mute.

USIA meanwhile had elaborate plans to tell world about another spectacular U.S. bird, Mariner II, which made historic rendezvous with Venus Dec. 14 after 109-day journey. It planned broadcasts in 38 languages when first signals probing planet were received.

Growing World Film Market: Film distributors selling U.S. shows in foreign market can expect increase of $10 million next year over 1962 foreign gross of some $45 million. This was one of chief gains made by TV Program Export Assn. in past 3 years, according to Pres. John G. McCarthy, who hailed group's progress in many areas at TVPEA's annual meeting in N.Y.

"Where one barrier in a country has been reduced in its powers of curtailment," McCarthy said, "company salesmen have reported an almost immediate increase of several hundred per cent in sales of American programs."

Film revenue losses from "immediate and disastrous" currency problems in Latin America, McCarthy added, were likely to be offset by major improvements elsewhere. Sample: Japan, McCarthy indicated, may yank its current ceiling of "about $3 million" annually for U.S. export shows, and become "as unrestricted, TV-wise, as the U.S." in buying American shows.

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Govt.-news media conference on Administration's news policies during Cuban crisis has been agreed to by White House News Secy. Salinger. Meeting was requested by NAB Freedom of Information Committee on behalf of all media. No date or details have been set, but Salinger suggested conference be held outside Washington.

FCC patent policies, affecting its technical standards, are now being "carefully reexamined" by Commission, according to brief report by Senate Judiciary Subcommittee. Report, "Patent Practices of the FCC," is one of series covering govt. agencies, notes that as of Dec. 31, 1960, Commission said it's "of the opinion that its present policies have proven to be in the public interest." But footnote says: "However, a majority of the Commission as now composed believes that there is some question as to whether previous patent policies fully protected the public interest." Copies are available for 15¢ from Govt. Printing Office.

Authorization in business radio service for microwave stations to relay TV to CATV systems has been proposed by FCC. Under proposal, if CATV system is in area with local TV station, applicant would be required not to duplicate local station and would have to carry station's signal if requested to. If no local station existed, grant would be made on same conditions in regard to future stations. Comments are invited until Feb. 15, 1963, reply comments until March 1.

Nation's oldest uhf station, WSBT-TV (Ch. 22) South Bend, celebrates 10th birthday Dec. 21. Station actually was 2nd uhf to go on air, starting about 2 hours after WHTO-TV (Ch. 46) Atlantic City, which ceased operation in 1954.

Personals

Robert R. Pauley, ABC Radio pres., named chmn., 1963 National Conference of Christians & Jews radio broadcasting committee . . . FCC Comr. Henry speaks Jan. 24 at 18th annual Ga. Bcstrs. Assn.-U. of Ga. Radio-TV Institute, Athens, Jan. 22-24.

Lee P. Mehlig named Broadcast Clearing House pres., succeeding John E. Palmer, resigned . . . John E. Erickson promoted to Spot Time Sales pres., succeeding William T. Heaton, resigned; Carleton F. Loucks advances to vp.

Harvey Bennett, ex-CBS-TV, named ABC-TV Western div. program development mgr. . . . Dell Simpson promoted to Adam Young Chicago radio mgr., succeeding Roger Sheldon, now St. Louis mgr.

James C. Hirsch, national sales dir., and Harvey Spiegel, research dir., elected TvB vps. . . . William B. Rohn, mktg. dir., elected vp, Edward Petry & Co. . . . Richard W. Grefe, ex-Radio Free Europe & DuMont Labs, named administration dir. of commercial short-wave radio WRUL.

C. Van Haaften, radio KTUC Tucson, elected Ariz. Bcstrs. Assn. pres.

Jack B. Weiner, TvB mgr. of national sales development, named public relations dir., succeeding Robert M. Grebe, appointed editor of *Sponsor Magazine*. Grebe replaces John E. McMillen who becomes consultant specializing in station editorializing.

William B. Monroe Jr., NBC Washington news dir., elected Congressional Radio-TV Correspondents Galleries exec. committee chmn., succeeding Robert H. Fleming, ABC Washington news bureau chief . . . Paul T. Reidy, former MBS, AP & UPI newsman, named WRDW-TV Augusta, Ga. news dir.

Robert J. Wormington & Jay P. Barrington promoted to mgr. of WDAF-TV & radio WDAF Kansas City, respectively.

Jeff Kamen named production coordinator of Once More Inc., Dave Garroway's new TV-radio program & commercial firm; Kamen is son of Ira Kamen, exec. vp of Teleglobe Pay TV System.

Robert W. Larsen, ex-Jerry Fairbanks Productions staff dir., appointed Alexander Film Co. producer-dir.; Donn M. Greer, TV design consultant, named art dir.

Rodney Erickson, recently-resigned Filmways Inc. pres., named Four Star TV N.Y. representative . . . Harold L. Danson promoted to Independent TV Corp. gen. sales mgr., syndication . . . Jerome McCauley, former ABC-TV sport sales dir., appointed H-R TV senior acct. exec., N.Y.

Van Kirkwood named WXYZ-TV Detroit news dir. . . . Robert C. Wisnewski promoted to WIS-TV program operations dir., a new post . . . Robert Wickhem named WKOW-TV & WKOW Madison, Wis. chief engineer.

Richard Gassaway, ex-KIMA-TV Yakima, Wash. local sales mgr., promoted to national sales mgr. of parent Cascade Bcstg., succeeded by Robert DiPietro . . . William G. Hunefeld Jr., ex-KPIX San Francisco gen. sales mgr., appointed WDAU-TV Scranton sales mgr.

Edgar R. Smith appointed WOKR Rochester local sales mgr. . . . Robert P. Irving promoted to WGN-TV & WGN Chicago industrial relations dir.

Dealer-Consumer Education For FM Stereo: EIA's AM/FM Broadcast Equipment Section, meeting in Washington last week, came up with several recommendations to improve image of FM stereo.

Committee headed by Collins Radio's A. Prose Walker issued statement declaring that although many listeners are pleased with FM stereo, some have been disappointed. Committee recommended: (1) Development of stereo monitor to assure transmission of signals meeting FCC requirements (Vol. 2:48 p10). (2) Development of informational material by EIA to help stereocasters determine quality of signals & adjust equipment when needed. (3) Urging stereo receiver manufacturers to launch program to educate dealers & public in proper installation & use of sets.

Committee called on FCC to issue notice of inquiry to equipment makers to make recommendations about types of monitoring equipment & techniques which would enable stereocasters to assure themselves about compliance with Commission standards.

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Basic training TV instruction is at least as effective as regular instruction, often more so, according to Army Chief Signal Officer Maj. Gen. Earle F. Cook. He outlined progress of army's ETV program at recent address before Armed Forces Communications & Electronics Assn. luncheon in Washington. At Ft. Dix, N.J., where ETV pilot project is being tested, he said, TV is now being used for 56 of trainees' 72 classroom hours, compared with 17 hours when first tried in 1953. Master tests, given at end of training cycles, have showed scores of TV-trained companies ranging 10-26 points higher than regularly-instructed units, Gen. Cook reported.

Investigation of toy ads by FTC is a "Section 6" probe of all media, with heaviest concentration on TV. Section 6 of FTC Act empowers Commission to require manufacturers to submit certain information about their ads; in the case of TV, scripts and/or films. According to Food & Drug Advertising Div. chief Charles A. Sweeny, "dozens" of toy firms have been contacted, most of them selected after agency monitored TV commercials. FTC has scrutinized Christmas season toy ads in past, but always on case-by-case basis. Sweeny said special attention is given to TV because medium's commercials obviously have more impact on children who aren't likely to be reading magazines or newspapers.

Renewal of microwave stations to serve CATV systems, held by Mesa Microwave Inc., Texas, was recommended in initial decision by FCC Examiner Asher H. Ende. He held that Mesa has, or will have, sufficient CATV-system customers not owned by Mesa principals (Video Independent Theatres), to justify it's claim to be a common carrier.

National Assn. of FM Bcstrs. fund-raising campaign to open N.Y. office and finance other activities has reached $120,000 mark, Exec. Secy. Edward F. Kenehan reports. About 175 member stations have contributed 6 one-min. spots daily for 6 months, sold to Magnavox. NAFMB board meets Jan. 10-11 in N.Y. to plan new office.

AM overpopulation conference Jan. 7-8 (Vol. 2:48 p5) leads off with NAB, is open to anyone who wants to participate, FCC announced. Written presentations must be submitted in 15 copies at hearing. Parties planning oral presentations should write to Chief, Broadcast Bureau.

New Small Business TV Hearings Likely: Small businessmen charging that networks have squeezed them out of chance to buy choice TV time probably will get second chance to complain to Congress fairly early next session.

House Small Business Subcommittee No. 6, which held 2-day session last Dec. (Vol. 1:13 p5), has called for new round of hearings in report to full committee. New hearings are likely to be far more extensive than last year's quickie. In report, subcommittee noted that "comprehensive survey" should be made of independent & affiliated time-selling practices—including testimony by networks, stations, broadcaster assns., govt. agencies, etc. Following this, report states, subcommittee could determine whether relief for would-be small business TV advertisers can be found under existing laws, or if new legislation is needed.

Subcommittee disagreed with contentions made at last year's sessions by then-FCC Broadcast Bureau Chief Kenneth Cox that increase of uhfs from all-channel-set law eventually would make more time available to small advertisers. Even in presently intermixed markets, advertisers often prefer secondary time on a vhf to prime time on a network uhf, group contended.

New chairman, not yet chosen will head Subcommittee. Former Chmn. Alford (D-Ark.) left House in unsuccessful bid for Governor.

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Long-awaited **"Tunnel" documentary** on NBC-TV Dec. 10 pulled sizable audience against some of CBS-TV's and ABC-TV's strongest program competition, according to barometer of special N.Y. Arbitron ratings. Locking prime-time horns with "escapist" comedy on CBS in 8:30-10 p.m. slot (Lucille Ball, Danny Thomas, Andy Griffith) and oaters on ABC (*The Rifleman, Stoney Burke*), NBC show, dealing with real-life escape from East Berlin, drew 23.3 rating, 35.0 share vs. average 22.6 & 34.0 on CBS, 9.7 & 15.0 on ABC. NBC termed results "sensational." Less pleasing to NBC was grumbling in West Germany after news publication *Der Stern* printed stills from film which clearly showed faces of escapees. In N.Y., NBC denied it had been source of pictures, pointed to fact that faces of those against whom East Germans could make family reprisals or "where identification was unsure" had been blacked-out in final air print of "The Tunnel."

Petition to intervene in Omaha local-live hearing starting Jan. 28 (Vol. 2:48 p1) has been filed with FCC by NAB, and prospects of favorable results are good. NAB seeks to "offer testimony and present suggestions which will point up valid objections to this type of proceeding, and at the same time should be of constructive benefit to the Commission in its evaluation of the public interest. . . . The proposed inquiry has industry-wide implications which transcend the boundaries of Omaha."

Sale of KSYD-TV (Ch. 6) Wichita Falls for $2,350,000, by Sidney A. Grayson & associates to Paul Harron group, has been completed through broker Hamilton-Landis—subject to FCC approval. Harron heads WKTV Utica and World Bcstg. System, Philadelphia radio programming service.

Annual dinner of Federal Communications Bar Assn. in Washington, usually attracting substantial covey of clients, is set for Jan. 25.

Leaky Report on FTC—Teapot Tempest: First draft of a highly-critical study of Federal Trade Commission's organization & policies heated some Commission tempers last week after it was leaked by trade press.

Document was prepared by U. of Minn. law professor Carl A. Auerbach, for Internal Organization & Procedures Committee of Administrative Conference, group established by President Kennedy to seek efficient methods of running regulatory agencies. Among more volatile recommendations in report was suggestion that FTC employ fewer lawyers, more businessmen in top jobs. Study also called for Commission to concentrate on national ads, leave smaller cases to local and state authorities.

Report burned FTC Comr. MacIntyre, who shot letters to 105 Conference members & staffers, charging Auerbach's findings gave very limited view, were based on inadequate knowledge of FTC. David Ferber, Internal Organization Committee chmn., pointed out that study was merely working paper for examination by FTC officials, that Auerbach is working on revised final report.

Since Conference goes out of business Dec. 31 unless reappointed by President, final report probably will end up in limbo anyway, Ferber noted.

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ABC-TV's Nixon "obituary" Nov. 12 (Vol. 2:49 p5 et seq.) warrants no Commission action, FCC announced. In reply to some 2,000 complaints about Howard K. Smith program, Commission pointed out that it has no powers of censorship over program material, but can only demand fairness in reporting of controversial issues. "In view of the Commission's policies," FCC stated, "it is clear that the network's decision to broadcast the subject program was a matter well within its discretion."

Presidential mimic Vaughn Meader's promotion spots for radio WWDC Washington were criticized by White House last week, but station Pres. Ben Strouse had already ordered them halted. FCC Chmn. Minow reported spot-use to White House News Secy. Salinger, who called Strouse to object. Latter said he already had ordered tapes stopped, because he had doubts about their good taste.

Special broadcasts to Cuba by U.S. stations (Vol. 2:50 p8, et seq.) ended last week, Voice of America reverting to pre-crisis schedule of 8 hr., 45 min. daily. Two 50-kw govt. stations in Fla. which started during crisis will remain on air. VOA spokesman last week also denied charges by Cuban exile newscasters & commentators that their broadcasts had been censored by U.S. govt.

Excited about pay TV, *Gallagher Report* (500 5th Ave., N.Y.), newsletter covering ad media, in Dec. 10 issue states: "It's here. Public wants pay TV. Tests prove it works, can make money. . . . Will be biggest industry in communications field within 10 years." Close to magazine publishers, it reports Crowell-Collier has appointed Kenneth DeVaney to study toll TV.

West Germany now has 10 million TV sets in use, according to report from Bonn. From Moscow, Communications Minister Nikolai Psurtsev reported that 65 of 100 satellites planned by 1965 are on air, reaching 90 million.

Use of uhf translators is described in new paper, "Uhf Translators for Expanding TV Coverage," by Stanley P. Lapin, Adler Electronics—available without cost from Adler, One Lefevre Lane, New Rochelle, N.Y.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

CONSUMER DEMAND BOOMS EUROPEAN ELECTRONICS: They've struck gold in Western Europe with consumer-oriented electronics industry that's racing pell-mell to success & prosperity. That's sum-up of analysis of European electronics, by The Chase Manhattan Bank in N.Y., that has significant ramifications for U.S. counterparts. Here are some of eye-opener facts disclosed:

(1) Total European TV output now tops U.S.'s. Indicative of tremendous pent-up demand for consumer electronic products, German TV output has soared more than 50% since 1958. French production has almost doubled. "European TV saturation compares with that of the U.S. in the early '50s," Chase Manhattan reports, "and the trend is still up." Output of radios, phonographs & tape recorders also is "rising rapidly."

(2) Factory output in Common Market electronics industries since 1958 has grown 15-25% a year—"about 3 times as fast as gross national product & even faster than the booming U.S. electronics industry," report notes.

(3) Europe's production of consumer electronics is now about on par with American output. However, U.S. still holds 3-to-1 lead in total electronics production. Europe's orientation toward consumer market is clearly illustrated by 1959 electronics production analysis. Germany devoted 66% to consumer goods, Britain, 49%. France, 40%. U.S., 17%.

(4) "Exceptionally large portion of European consumer spending has gone for electronics," report points out. Example: 1.4% in Germany vs. 0.5% in this country.

(5) U.S. firms play small role in European consumer electronics, and prospects for cutting larger slice of growing pie are not bright. "The attractive consumer market is fiercely competitive and becoming more so," Chase Manhattan points out. "The large European electrical manufacturers recognized opportunity early and now are well entrenched, with efficient production and well integrated distribution networks. U.S. exports, which also face tariffs of 15-30%, are negligible. Investments in the consumer sector by U.S. firms are few."

Here's country-by-country breakdown of European electronics industries:

Germany has Europe's largest electronics industry—with estimated 1961 sales of $1.3 billion, up from $1.060 billion in 1960. Germany also is Europe's largest exporter. Its 1961 set saturation was 89 per 1,000 population. Two companies, Siemens & AEG, account for some 1/3 of total production.

Britain's 1961 electronics sales slipped to $1.2 billion from $1.3 billion. Its consumer market has highest saturation of all European countries. TV ratio, for example, is 212 sets per 1,000 population. Approximately 50% of its exports go to Commonwealth countries.

"France has relatively low saturation of consumer electronics products," Chase Manhattan says. Its 1961 electronics sales rose to some $750 million from $650 million in 1961. Total production is pegged to grow at 13% annual rate through 1965. TV set ratio: 43 per 1,000.

Italy has "small electronics industry which is growing rapidly with the aid of foreign investments," report notes. Electronics volume in 1961 rose to $350 million from $300 million. Exports are only 4.5% of total sales. TV set ratio: 48 per 1,000 population. "Consumer saturation is the Common Market's lowest."

"In Holland, the electronics industry is dominated by Philips, whose domestic plants produced more than $200 million in electronics equipment in 1961," report continues. TV set ratio is: 70 per 1,000. Belgium's electronics industry is described as "small, tightly integrated, and export oriented." TV set ratio: 73 per 1,000.

U.S. had 8% increase in electronics sales in 1960 vs. 1959, report notes. Here are sales increases posted by European electronics industries: Italy, 87%. Netherlands, 40%. Belgium-Luxembourg, 45%. France, 27%. West Germany, 18%. Britain, 8%.

"Electronics is today the most dynamic of Europe's manufacturing industries," Chase Manhattan emphasizes. Outlook "adds up to a blend of ingredients becoming increasingly common in a world of rising incomes & rising trade: rapid market growth, fierce competition, increasing specialization, and growing importance of research and innovation." Report notes also: "Although the booming consumer business has drawn the most attention in the recent past, some parts of the industrial market are likely to lead in future growth."

Bank's "Report on Western Europe" also explores industrial & military segments of burgeoning European electronics, investigates U.S.'s important & growing role in overseas manufacturing of industrial electronic equipment & components, licensing agreements with foreign firms, and so on. Report is available on request from Economic Research Department, Chase Manhattan Bank, N.Y. 15.

KIMCODE OFF THE GROUND; ORDERS FIRM UP: Game of watchful waiting over Kimcode (Vol. 2:48 p8) seems to be over. At least one major TV manufacturer has made final decision to use Kimble Glass's new process, which requires no implosion shield, throughout its 19- & 23-in. line for mid-1963, and several others will swing at least partially to Kimcode at same time.

Planning to use Kimcode across-the-board in large-screen sets (but sticking to own Lamilite process for 16-in. & any smaller tubes) will be GE TV & radio receiver div., we've learned. And at least 2 other set makers have placed orders for 1963.

Currently, only Curtis Mathes is building sets with Kimcode tubes—in 23-in. size. It's buying tubes from the 3 tube makers which are now producing Kimcode—GE, National Video & Sylvania.

Canvass of these tube manufacturers finds all of them with tentative or firm orders for production quantities from other set makers. One tube maker says: "We'll have 3 customers next year who will be quite heavily into Kimcode for their midyear lines. And there are several others who want to put in a few." A 2nd tube maker has "one customer now [presumably Mathes], and 2 others seem extremely interested." The 3rd says 3 customers are expected to firm up orders early next year. With beginnings of swing toward Kimcode, it seems likely that other tube makers will adopt the process.

All of these tube makers could be talking about same customers, of course. But another industry source predicts that virtually every set maker will try at least a few Kimcodes in midyear lines. As we reported earlier, most 1964 sets are being designed to accommodate several approaches to implosion shielding without retooling.

A competitor of Kimcode, meanwhile, advanced to the "ready" stage at week's end. Pittsburgh Plate Glass's new 1/8-in. thick safety glass, designed for lower-cost & lighter-weight bonded tubes, received Underwriter's Labs approval in 23-in. size. Approval previously had been granted on the new thin glass shield for 16- & 19-in. sizes. Also last week, UL approved PPG-type bonded tube in 24-in. size (but using older 3/16-in. glass), making it possible to offer bonded 24-in. for first time. PPG spokesman told us there's increased interest in its bonded tube process and said greater industry use of it will result in lowering of costs.

On another picture-tube front—the price front—those increases finally appear to be firming up, as of first of year (Vol. 2:43 p7). At least 3 tube makers are understood to be taking orders for 1963 at the new prices, generally around $1 a tube or 6% higher across-the-board. (One of attractions of Kimcode, of course, is that it's cheaper than at least some of the other processes, and this can lessen impact of price rises on set makers.)

EIA mission to Europe for management & engineering representatives of U.S. electronics firms will leave N.Y. Feb. 7, returning Feb. 17 & 23. Purpose of mission, which will be EIA's 3rd in 3 years, is to help personnel of U.S. firms keep informed of European products and of advantages of active selling in European markets.

Semiconductor-controlled washing machine will be test-marketed by Whirlpool next spring in several undisclosed markets. Whirlpool said solid-state circuitry in washing machine controls makes possible an infinite number of agitation & spin speeds and increased reliability.

REVIEWS & FORECASTS

Admiral Chmn. Ross D. Siragusa forecasts 10% increase in dollar volume next year for TV industry, with sales of 6 million black-&-white and 700,000 color sets—color making the difference in dollar volume. He said Admiral's facilities have been expanded to produce "in excess of 100,000 color sets in 1963," with picture-tube shortage as "only possible limiting factor." Despite foreign competition, he said, he expects "our domestic radio & stereo high fidelity business to maintain its expansion."

"TV & radio consumer dollar purchases will advance about 3% over 1962" next year, Andrea Radio Pres. Frank A. D. Andrea predicted last week. He further forecast that average TV set cost per unit will be lower in 1963, although unit sales will rise. "Color TV sales will continue to move ahead . . . Stereophonic radio & phonographs have more & more sales promise with improvements in design and more FM broadcasters offering stereophonic programs." Mr. Andrea, incidentally, was profiled as one of 5 famous men in recent *N.Y. Post* series called "The Road to Success."

GE will have "successful" 1962 & a "good" year for consumer products, Pres. Ralph J. Cordiner forecast. He said national economy is exhibiting "more bounce & resiliency," predicted rise in 1963 gross national product to $570 billion from 1962's estimated $554 billion. "The midsummer hesitancy of businessmen & individuals to make commitments seems to be behind us somewhat," he said. "People are moving ahead with more assurance." He noted that GE in first 9 months was ahead 19% in earnings, 11% in sales (Vol. 2:42 p12), added: "With this impetus, it would be reasonable to say that 1962 would be a good year."

Sales of electronic components should pass $1-billion mark in 1963, compared with $900 million in 1962, largely as result of increased volume in industrial electronics, according to forecast by Pres. Ira. L. Landis of Kulka Smith Electronics Corp.

Motorola Pres. Robert W. Galvin expects national economy to continue at 2nd-half 1962's high level for first 3-6 months of 1963, followed by "moderately upward momentum," with electronics industry faring "very well in terms of sales volume & accelerated tempo." He predicts sales of more than 6 million b&w sets and "increasing" color sales. Motorola's sales volume for 1962, he said, is in area of $340 million, up nearly 15% from 1961, while profits will exceed 1961 by about 30%—and "total sales & profits in 1963 will exceed 1962." All major divisions are expected to contribute to the increase.

Record first quarter for home entertainment industry was predicted by RCA Sales Corp. marketing vp Raymond W. Saxon at distributor meeting. "RCA anticipates a definite increase in its over-all home instrument business during the initial 3 months of 1963, with color TV sales expected to run well above the peak first quarter this year," he said.

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Motorola anticipates 30% profit rise this year to some $3.3 million on 15% sales jump to record $340 million. Motorola Consumer Products Pres. Edward R. Taylor said 4th-quarter performance is exceeding expectations (Vol. 2:50 p14).

NEW SETS—COLOR LEADERS: Admiral & Zenith last week moved into position to battle RCA all along the color front—right down to the $495 leader. Among other drop-ins shown to distributors, they unveiled metal table models matching RCA's leader list price of $495—and RCA premiered 7 new color sets in slimmer cabinets, including new $495 leader. Admiral's previous color leader had officially listed at $595, Zenith's at $449.95.

Among other introductions were new $139.95 portables from several manufacturers, low-priced stereo, and first "23-in. portable" from Admiral—with list of $169.95. Here is last week's new-model rundown:

Admiral—Added 4 color sets, including 3 open-list wood veneer consoles, three 23-in. "portables" with 23,000-volt chassis, to be sold at $169.95 with free roll-about stand; 3 new 23-in. consoles, four 23-in. combos beginning at $299.95; six 19-in. portables, including 20,000-volt leader at $139.95. In phonos, Admiral features new 2-gram tone arm with floating cartridge. Four console models have been added, starting with hardboard unit with AM & FM stereo at $189.95.

RCA—The 7 new color sets bring total line to 22 sets, and range in "optional dealer price" from $495 to $800. Also introduced were 9 b&w sets, including portables at $149.95 & $159.95, open-list 23-in. metal table model and consoles from $249.95 to $279.95. RCA introduced its first self-contained stereo tape cartridge recorder at $199.95, and RCA Sales Corp. marketing vp Raymond W. Saxon predicted cartridge machines "could account for nearly 20% of the regular tape recorder market next year."

Sylvania—Seven TVs include 19-in. portable at $139.95 and 23-in. sets from $189.95 (table model) to $259.95, all featuring uhf conversion with $30 kit. Three stereo portables at $79.95-$119.95 were unveiled, along with 3 consoles with AM & stereo FM at $299.95-$329.95 in veneer cabinets with new styling features.

Symphonic—Announced 2 new "Hide-Away" folding portable phonos—mono at $49.95, stereo at $74.95.

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Liberalization of NASA's proposed patent waiver policy was urged by Motorola Pres. Robert M. Galvin last week in behalf of EIA's patent ownership committee which he heads. In testimony before NASA, he urged policy similar to that of Defense Dept. for waiving govt. ownership of patents. He asked revision of proposed regulations so that permissible waivers would be granted automatically on request; waivers would be granted for discoveries "useful" in a field of technology in which contractor has competence; inventions with "only incidental utility" to NASA but "substantial" commercial promise would be eligible for automatic waiver.

Realtone Electronics' Nov. sales jumped 35% to record $1,240,000 from Nov.-1961's $920,000. Pres. Ely E. Ashkenazi said major factor in gain was opening of new Los Angeles subsidiary & resultant rise in western sales.

Manufacturers' 3rd-quarter after-tax profits totaled $4.2 billion—10% ahead of July-Sept. 1961, SEC & FTC reported. Sales rose to $96.1 billion from $88.8 billion in 1961's 3rd quarter.

Trade Personals

F. R. Kappel, AT&T chmn., elected 1963 chmn. of Business Council, 175-man group of business executives who advise govt. on business problems.

Herbert L. Brown, Ampex vp, named standards committee chmn., Magnetic Recording Industry Assn. Other appointments: E. O. Welker, RCA Victor Record Div. magnetic tape products mktg. mgr., finance committee chmn.; George Simkowski, Webcor sales mgr., & Daniel E. Denham, Minnesota Mining magnetic products div. gen. sales mgr., PR committee co-chmn.

Andrew F. Inglis appointed communications products operations divisional vp, RCA Bcst. & Communications Products Div. . . . John W. Leinhard, ITT Export Corp. pres., elected an asst. vp of ITT; John T. Benjamin elected ITT Export vp.

Louis Haber, Olympic treas., re-elected a director of Federal Excise Tax Council.

Wilson H. Oelkers, Lansdale Div. gen. mgr., elected a Philco vp; Harvey Williams, special asst. to Pres. Charles E. Beck, retires officially Dec. 31 (Vol. 2:47 p10) . . . Hart Perry, ITT Credit Corp. pres., elected ITT treas. . . . Kenneth C. Meinken Jr., ex-General Atronics, appointed vp of General Instrument's Automatic Mfg. Div., concentrating on sales & mktg. . . . Richard L. Colten, ex-General TV Network (closed-circuit equipment), joins Du Mont Labs as industrial TV sales mgr.

David G. Cowden appointed engineer in charge of Sylvania's industrial & military cathode ray tubes.

Edward R. Bulkeley elected administration vp of Oak Mfg.'s subsidiary Hart Mfg. . . . Bernard Murphy elected Electronic Associates international operations vp, a new post.

Richard H. Griebel, former pres. of ITT Kellogg's Telecommunications Div., named pres. of Fairbanks, Morse & Co.; David I. Margolis, former ITT treas., appointed Fairbanks Whitney financial vp & treas.

Distributor Notes: Philco appoints Jack Reis gen. mgr. of Indianapolis branch, succeeding Harry F. Recker, named Boston branch gen. mgr.; Al Fehrenbach succeeds Reis as Indianapolis branch sales mgr. • Pilot Radio appoints Western Mktg. Associates (Elwood Reeves, former Magnavox vp, is principal), Los Angeles, southern Cal. rep for packaged stereo line, replacing Chalfant & Associates. Western Mktg. has resigned as Dominion Electrohome's southern Cal. rep because of conflict of interest.

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Capehart line of TV & stereo will be offered to franchised member stores affiliated with Arm of Retail Merchants Inc. (ARM), buying organization which represents 450 credit jewelry & furniture stores in U.S. & Canada. Capehart currently is handled by about 100 retailers on franchise basis. ARM will offer Capehart line to its dealers principally in areas where there is no current Capehart franchise, but in some cities the line will be handled by a present franchiser as well as ARM outlets. ARM will show Capehart line at January Home Furnishings Market in Chicago.

Olympic Radio & TV has added 8-transistor AM shirt-pocket radio, "The Myrna," at open list.

Japanese Business Good, Too: Financial reports of leading Japanese TV-radio & components manufacturers show no signs yet of leveling-off of that country's electronics boom. These preliminary 6-month results of 8 major firms, compiled for us by Yamaichi Securities Co. of N.Y., indicate that every one of them enjoyed increased sales & profits for the half-year ended Sept. 1962 (all figures in millions of dollars):

	SALES		PRE-TAX EARNINGS	
	6 mos. to Sept. '62*	6 mos. to Sept. '61	6 mos. to Sept. '62*	6 mos. to Sept. '61
Fuji Communication	$ 33.2	$ 25.5	$ 2.8	$ 2.1
Fuji Electric Mfg.	86.6	67.4	5.6	5.1
Hitachi Ltd.	445.4	387.4	35.3	30.9
Nakagawa Electric	21.2	15.5	1.9	1.2
Oki Electric	29.2	22.9	2.4	1.8
Origin Electric	3.2	2.8	.3	.2
Tokyo Shibaura Elec.	320.0	261.8	26.6	23.6
Victor of Japan	35.6	26.4	2.7	2.1

* Preliminary

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Nippon Electric Co., Tokyo, filed registration statements (SEC Files 2-20940 & 2-20941) for 10 million shares of common, represented by 400,000 American Depositary Shares and 160,000 Depositary Receipts. Sale will be handled by underwriters headed by First Boston Corp, at maximum of 90¢ per share. Of 240 million common shares outstanding, 15% is owned by ITT subsidiary International Standard Electric Corp.

TelePrompTer has started construction at its Cherry Hill, N.J. facility of a new building to more than double present 32,000 sq. ft. Expansion is slated for completion late Feb. Enlarged Cherry Hill facility will house Weathers Div. & corporate manufacturing, engineering, service & technical operations now at 311 W. 43rd St., N.Y. Executive offices will be retained at 50 W. 44th St., N.Y.

Reports & comments: MGM, discussion, Bruns, Nordeman & Co., 52 Wall St., N.Y. 5 • GE, comment, Carl M. Loeb, Rhoades & Co., 42 Wall St., N.Y. 5 • Toshiba, prospectus, Smith, Barney & Co., 20 Broad St., N.Y. 5 • CBS, analysis, J. R. Williston & Beane, 2 Broadway, N.Y. 6 • AT&T, review, W. E. Hutton & Co., 14 Wall St., N.Y. 5. • International Resistance, report, Blair & Co., 20 Broad St., N.Y. 5 • Westinghouse, comments, Reynolds & Co., 120 Broadway, N.Y. 5 • CBS, study, Divine & Fishman Inc., 2 Broadway, N.Y. 4.

Admiral has placed $15 million in promissory notes, due 1963-78, with group of institutional investors. Pres. Vincent Barreca said $3.7 million will be used to retire long term loans. Balance will become additional working capital necessitated by growing sales, stemming from "rapid growth of color TV & increased demand for home appliances," he said.

Commerce Dept. survey finds manufacturers' sales projected at record $101.5 billion for 1963's opening quarter—up ½% from 1962's 4th-quarter sales estimate of $101 billion. Inventories at end of March are projected at $57.9 billion, up $300 million from inventories anticipated at close of 1962.

Treasury Dept. plans "census" in 1963's first quarter of all U.S. companies & individuals owning 5% or more of stock of foreign corporations. Failure to file information return by March 31 is subject to $1,000 penalty.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
H & B American	1962—qtr. to Oct. 31	$ 1,083,932	——	$ 10,038	—	2,582,192
	1961—qtr. to Oct. 31	806,859	——	19,309	—	2,573,160
Macfadden-Bartell	1962—9 mo. to Sept. 30	17,104,736	——	(203,414)[1]	—	——
	1961[2]	——	——	——	—	——
Newark Electronics	1962—year to Aug. 31	22,384,646	——	258,824	$0.32	800,000
	1961—year to Aug. 31	16,941,429	——	368,698	.47	800,000
Schlumberger (Daystram)	1962—9 mo. to Sept. 30	191,944,000	$ 27,617,000	16,569,000	3.11	5,333,587
	1961—9 mo. to Sept. 30	169,319,000	25,321,000	13,060,000	2.45	5,331,587
Silicon Transistor	1962—9 mo. to Sept. 30	1,957,000[3]	——	131,000[3]	.25	516,250
	1961—9 mo. to Sept. 30	1,219,000	——	45,000	.08	501,000

Notes: [1] Before non-recurring gain of $528,921 (26¢ a share). [2] Comparison figures unavailable. [3] Record.

Officers & Directors stock transactions as reported to SEC for Oct.:

Advance Ross Electronics. Donald Tricebock bought 100 in Sept., held 747.

Allied Artists. Roger Hurlock bought 300, held 35,600.

Ampex. Edwin Gamson bought 650, held 1,050.

Amphenol-Borg Electronics. Arthur Schmitt sold 2,558, held 15,950.

Avco. Frank Larson bought 667, held 4,370. Edward Litchfield bought 300, held 1,900. Mrs. Edward Litchfield bought 300, held 800.

Capital Cities Bcstg. Daniel Burke bought 300, held 300. Harmon Duncan sold 200, held 21,997.

Clevite. Scott Mueller bought 100, held 200.

Decca Records. MCA bought 9,600, held 1,297,315.

Dynamics Corp. of America. Zambry Giddens bought 3,680, held 9,080. Edward Mooney bought 100, held 200.

Esquire Radio & Electronics. Joshua Levine bought 500, held 1,300.

Gabriel. Archie Colwell sold 1,458, held 547. Frank Vogel sold 1,148, held 352.

General Bronze. Aaron Saphier bought 200, held 2,641.

Giannini Controls. Donald Putnam bought 4,000, held 12,916.

H & B American. Gilbert Rigdon bought 15,000 in June, held 25,000.

Hazeltine. Wilfred McFarland bought 100, held 844.

Hoffman Electronics. C. E. Underwood bought 5,000, held 6,100.

Indiana General. Ivan Dickey sold 200, held 4,300.

Industrial Electronic Hardware. Esther Cloud bought 200 in Sept., held 200. Arthur Stephan bought 100, held 100.

Lafayette Radio Electronics. David Lomasney bought 800 in Aug., held 8,300.

Ling-Temco-Vought. Ling Investment Co. sold 12,500, held 940. Alpha Omega Corp. bought 20,000, held 20,000.

Macfadden-Bartell. David Bartell bought 1,500 in Sept., held 319,657.

Magnavox. Frank Freimann bought 5,000, held 592,084. Stanley Sondles sold 200, held 19,515.

Metromedia. Mark Evans bought 100, held 9,750.

Movielab. Herbert Camitta bought 200, held 400.

Muntz TV. William Collen bought 1,000, held 1,000. Daniel Domin bought 19,000, held 25,500. Wallace A. Keil bought 4,000, held 20,500.

Oxford Electric. Sidney Ungar bought 1,500 in Sept., 3,100 in Oct., held 20,211.

Pacific Industries. Frederick Anderson sold 500 in Sept., held 86,390.

Paramount Pictures. Young Frank Freeman sold 500, held 1,250.

Pentron Electronics. Harold Ballonoff bought 43,759, held 107,606. R. L. Moxley sold 2,200, held 196,380.

RCA. Ernest Gorin sold 494, held 3,130.

Reeves Bcstg. & Development. George Buist sold 4,524 in Sept., held 10,000. Harry Petersen bought 500, held 2,630. Premier Investment Co. bought 1,500, held 77,000.

Screen Gems. William Sackheim sold 283, held none.

Silicon Transistor. Randolph Bronson sold 1,100 in Sept., held 16,750.

Sonotone. Harry McDonald sold 200, held 8. Servel Inc. bought 668,525, held 668,525. Charles Tuttle sold 108, held 100.

TeleprompTer. Irving Kahn bought 200, held 54,180.

Thompson Ramo Wooldridge. Robert Bacher bought 100, held 100. Frederick Crawford sold 206, held 31,272. Dean Wooldridge sold 500, held 34,643.

Trans-Lux. Harry Brandt bought 5,500 in Sept., held 97,696. Mrs. Harry Brandt bought 10,000 in Sept., held 23,765.

TraVler Industries. Sidney Taylor bought 500, held 968.

20th Century-Fox. Arnold Grant bought 200, held 200. Francis Levien bought 600, held 22,000.

Walt Disney. William Anderson bought 355, held 2,000.

Webcor. Dora Haffa bought 400 in Aug., held 71,323. Robert Woodward bought 100, held 405.

Zenith. Alexander Ellett bought 200, held 3,780. Leonard Truesdell bought 2,250, held 12,100.

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WEEKLY

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The authoritative service for executives in all branches of the television arts & industries

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'NOISY COMMERCIALS' being probed by FCC with 'top priority' label as result of complaints from public; urges broadcasters to discontinue loud commercials now (p. 2).

CANADA CATV ASSN. FIGHTING GOVT. REGULATION MOVE: Bid by British Columbia P.U.C. to regulate systems as public utilities likely to spark test case (p. 2).

WWL-TV HIT ON 'PROMISE vs. PERFORMANCE,' getting one-year license for offering less local-live than proposed in original comparative hearing. First TV station so socked (p. 3).

BRITISH TV 'WHITE PAPER' aims squarely at lush profits, strong program control of Britain's commercial program contractors. TV Bill in Parliament seeks levy on profits, limitations on program contracts, more govt. function in sales & programming (p. 3).

FCC REVISES FINANCIAL REPORTS: New forms will require additional data on political broadcast revenues, payments to relatives, etc. (p. 5).

GERITOL, HADACOL, UNDER FTC GUN for 'false & misleading' advertising on TV & other media (p. 5).

Consumer Electronics

MERRY CHRISTMAS in trade figures: Preliminary Nov. statistics show continuing good business, with full-year TV sales expected to be best since 1956, radio best since 1948, phono best in 2 years (p. 7). Detailed 10-month figures (p. 11).

TINYVISION FIELD scanned by U.S. set makers, who request quotations & samples on small bulbs from Lancaster Glass Co.; proposed sizes range from 8- to 11-in., but no rush to produce is seen (p. 7).

CHANNEL MASTER enters TV with 8-in. transistorized set; plans full imported line by Sanyo, including large-screen units; 1962 U.S. TV imports to total about 110,000 (p. 8).

PENNEY PLANS TV EXPANSION: Private-label sales at 1,700-outlet chain's 18 pilot stores 'so far are satisfactory' and 'our next major expansion' of TV outlets will come in 1963's first half (p. 8).

GOVT. FILLING VOID WITH ELECTRONICS CENSUS: Commerce Dept. launches annual survey to gauge for first time output of huge chunk of U.S. electronics firms (p. 9).

'KIMCODE NERVES' plague industry—but only rumors are flying, not glass. New tube process remains on UL accepted list after stiff re-tests (p. 10).

FCC HOPES FOR SHORT FM FREEZE: The word "freeze" literally sends chill through industry, and FCC's announcement last week of freeze on FM application processing was no exception. Though Commission said it hopes freeze won't last for more than 6 months, you'll recall the "9-month" estimate on TV freeze in 1948—which lasted 4 years.

At any rate, FM freeze over most of country is now in effect while FCC solicits comments on new tentative table of assignments of channels to cities (copies available from FCC, *Federal Register*—or we'll get you one).

Commission acknowledges that there have been some carefully-reasoned objections to its proposed principles of FM allocation (TV-type, based on mileage separations instead of industry-favored "protected-contour" concept), and it admitted that industry needs to study a city-by-city allocation table in order to comment intelligently on Commission concepts.

Commission welcomes any or all comments on plan, asks that commentators not repeat what they've filed before, however.

Table of assignments isn't "saturated," FCC said. It includes the 1,200 channels already assigned to operators or CP-holders, plus 1,530 not yet granted. It said it doubts that "any reasonably conceivable shortening of separations" would give as many as 4,000 assignments—equal to number of AMs extant.

Freeze isn't imposed in areas where there are few cities, plenty of space. These include: (1) Ida., Mont., Nev., N.M., N.D., S.D., Wyo. (2) Ariz., Colo., Neb., Utah—except within 65 mi. of Phoenix, Denver, Omaha, Salt Lake City. (3) Kan. west of 98th meridian. (4) Alaska, Hawaii, Guam.

In frozen areas, no new applications will be accepted. Applications on file will be kept there. There's no freeze on educational FMs—except that top 3 EFM channels (218, 219, 220) won't be granted any closer to the lowest 3 commercial channels (221, 222, 223) than provided in proposed allocation table. Comments will be accepted until Feb. 15, replies until March 18. Following the "Sangamon" TV case, FCC said, all recommendations regarding specific channels & specific cities must be "on the record." When whole business is resolved and freeze is lifted, Commission will allow 60 days or so for filing of new applications before granting new CPs.

FCC PROBING 'NOISY COMMERCIALS': Unofficially tagged with "top priority" label, FCC last week opened inquiry into "objectionable loudness of commercials" and asked for comments by industry & the public by Jan. 28. At same time, it warned stations to "discontinue practices" which result in over-noisy commercials, whether lawful or not.

Chmn. Minow has expressed own personal annoyance in recent months at loud commercials, and Commission says it has received many complaints on subject from public and members of Congress (notably Sen. Case [R-N.J.] who has made issue sort of a personal crusade). As one Commission staffer put it, "everybody's breathing down our neck on this one and we're classifying it as 'urgent.' "

Commission & staff frankly don't know what can be done about problem, and notice of inquiry (Docket No. 14904) covers field shotgun-style. Notice itself defines its use of term "loudness" as "a subjective or psychological quality of sound experienced directly by the listener."

Notice explains that in nationwide monitoring of 816 TV, AM & FM stations, excessive overmodulation wasn't found—and therefore that sound measurements on VU meter are not answer to patrolling "excessive loudness" of commercials. Notice suggests several possible causes which aren't violations of FCC rules: (1) Commercials presented at higher modulation level than rest of program. (2) Volume more objectionable because of pauses before & after commercials. (3) Subject matter, such as "hard sell" & "fast pitch." (4) Recording techniques, such as volume compression & limiting.

Commission asks how objectionable loudness can be regulated and suggests both self-regulation & new FCC rules. But first, it notes, "some sort of device" to measure loudness is needed, and proposes "concerted industry & Commission effort" to develop one. Inquiry will cover such questions as: (1) Extent of objectionable loudness. (2) Causes. (3) Speech processing, compression & limiting. (4) Should we lower modulation percentage maximums during commercials? (5) Can modulation be automatically limited at transmitter?

Simultaneously with launching of inquiry, Commission issued public notice requesting broadcasters to "review their practices such as the use of rapid-fire delivery, volume compression and other techniques which may result in objectionable loudness of commercial material, and to discontinue practices found to result in such loudness."

CANADA CATV ASSN. FIGHTING GOVT. REGULATION MOVE: Recent ruling by govt. of British Columbia that CATV systems are public utilities probably will be made court test case.

National Community Antenna TV Assn. of Canada is undecided on exact course of action, but it's understood B.C. govt. & NCATA have informal agreement to test ruling in lower court, loser carrying it to Canadian Supreme Court.

Moves toward regulating industry at national level have been made in Ottawa, have operators equally worried. However, an NCATA spokesman told us: "If there must be regulation, we'd rather have it at the national level than attempt to deal with 10 provincial governments." Major concern of industry is that rates would be regulated. British Columbia P.U.C. already has queried each B.C. operator on his financial & administrative affairs.

WWL-TV HIT ON 'PROMISE vs. PERFORMANCE': Veteran broadcaster Loyola U., New Orleans, no less, got socked in FCC's first bob-tailed TV renewal—one year for its WWL-TV—on basis of failure to program as promised in original comparative hearing.

Commission said that station has "substantial variance" in performance vs. promise and that variance hasn't been explained "in terms of a change in the programming needs & interests of the New Orleans community." Commission also noted that station started "several local live public service programs" about the time it filed license renewal and that local-live schedule was increased further after Commission questioned performance in Sept. 16, 1961 letter.

"Thus," Commission concluded, "it is clear that your mere 'upgrading' at renewal time, whether before or after the Commission's inquiry, does not obviate the serious question arising from the substantial deviations in your record of program representations & performance." Comr. Hyde was sole dissenter. Commission rejected petition of American Federation of Musicians, which wanted WWL-TV renewal denied because station didn't use as many musicians as AFM would like.

'WHITE PAPER' FOR BRITISH TV: Govt. in Britain wants a piece of lush profits of commercial TV interests in that country, which come to nearly $36 million for 1962. And, British govt. also wants: (1) A go-ahead, probably in 1964, of pay-TV tests. (2) Three-year limitation on program contracts. (3) Govt. sale of programs to advertisers. (4) Variety of restrictions on commercial TV to favor ETV & informational shows.

These jolts were contained in special TV Bill presented to Parliament last week. Postmaster-General Reginald Bevins intimated that govt. bite on commercial TV profits would be "substantial," and that there'd be no 2nd commercial channel until govt. had a chance to see how "White Paper" proposals functioned in practice.

What has riled govt. is that original system for British commercial TV, delegated to Independent TV Authority in 1954 for supervision, has created its own evils, as govt. sees it. Original group of 4 big program companies (ABC, Associated Rediffusion, ATV, Granada) have tight control over programming, pay modest rental for facilities, and freeze out competition, TV Bill charges.

Prompt howl went up from commercial interests. ATV Chmn. Sir Robert Renwick charged govt. with "appalling ignorance" of facts, snapped: "At this rate there will be hardly any profits at all," particularly for development of new programming, which would then be at mercy of "bureaucracy."

Pay-TV is on horizon for Britain as result of TV Bill. Before any action really develops, govt. wants to see if there'll be "significant" demand for it, how pay TV will affect BBC & commercial TV, what demand it will place on resources, etc. On-air test is unlikely; govt. favors wired-system test "for some 2-3 years." Such area tests must carry no ads, must give some time to BBC.

Chief contenders for pay TV are 5 companies, 2 of which have U.S. links—British Telemeter Home Viewing (in which Paramount has interest), Tolvision (U.S. businessmen on board of dir.), British Home Entertainment, British Relay Wireless & TV, Choiceview. U.S. Teleglobe is dickering for British tie-up. Control of pay-TV tests would be in hands of British Post Office assisted by special advisory group.

What amounts to British version of NAB Code Review Board is sought by govt., in form of Advertising Standards Authority with which ITA would consult. Tight reins would be held on all TV commercials in children's shows to avoid "harm to them physically, mentally or morally." There would also be stricter control of "stridency" in commercials, more emphasis on "natural breaks."

Some interesting figures came to light in wake of "White Paper." Commercial TV companies (there are now 15) are now grossing about $190 million annually, according to Postmaster-General Bevins. Costs (talent fees, salaries, etc.) come to nearly $95 million. Present ad tax on TV commercials slices off about $22 million with more than $70 million left before corporate income taxes.

Bevins also predicted that by 1964 there would be choice of 5 transmissions (3 programs, however) in London area. These would be: commercial & BBC services on 405 lines; duplication of both on 625-line uhf; BBC's new 2nd service on 625-line uhf with some colorcasts.

CURRENT CAPSULES

Enormous effectiveness of President Kennedy's 60-min. "summary-to-date" interview Dec. 17, carried by all 3 networks, was attested by Republicans' immediate announcement of plans to demand similar facilities to present GOP's analysis of Administration. At week's end, GOP spokesmen hadn't indicated how they'd seek time—except that it be on "fairness" doctrine. Impact of interview was heightened by informal atmosphere: President and 3 network correspondents sitting down, almost chatting—about the most vital subjects in the world. President's views came through in manner much more "intimate" than in other types of TV appearances—press conferences, debates, formal speeches. Interview was unrehearsed, had been taped day before, running about 80 min., with a network committee having authority to edit to 60 min. CBS protested arrangement, argued for no-editing.

■

NAB got part of a loaf, in its request to participate in FCC's Omaha local-live hearing starting Jan. 28 (Vol. 2:48 p4). Commission said NAB could offer testimony on TV needs of Omaha, which, of course, NAB isn't prepared to do. However, Commission said NAB can offer written statement, after hearing, giving "its comments on whether the testimony elicited during the inquiry was typical of TV broadcast operations in similarly situated markets, the industry-wide implications of this type of inquiry" and anything else in similar vein. Pres. Collins will appear for NAB. Comr. E. William Henry, who'll preside, published list of 86 people who want to testify; they cover the gamut of community groups—govt., business, labor, civic, etc.

One Omaha operator minced no words about his feelings. In panel before Academy of TV Arts & Sciences in Hollywood last week, WOW-TV vp Frank Fogarty stated: "Govt. is moving massively & steadily into a role of overwhelming influence over broadcast programming. Such a trend probably cannot be arrested short of program control. . . ." Appearing on same panel, FCC Chmn. Minow asserted that no station had run into trouble with FCC for broadcasting or not broadcasting any particular program, and that Commission isn't controlling or censoring programs. Minow urged that ETV stations build strong national network, using newly authorized federal funds for construction of facilities.

■

NBC-TV affiliation was never used as threat to Westinghouse to force sale of its Philadelphia station to NBC. So stated Charles Denny, RCA vp and former NBC vp, in testimony last week during FCC's hearing on NBC-RKO Philadelphia-Boston station swap proposal. Denny asserted that NBC had given affiliation to Westinghouse's KDKA-TV Pittsburgh long before it exchanged its Cleveland station for Philadelphia outlet. He insisted, further, that Westinghouse was no weak sister from bargaining standpoint—being larger than RCA in manufacturing field and having one of strongest multiple-owner positions in broadcasting. NBC Chmn. Robert Sarnoff & Pres. Robert Kintner are scheduled to testify Jan. 2.

Lack of network affiliation is most common reason given for failure by uhf stations which have left the air, according to survey by EIA consumer products staff dir. L. M. Sandwick. Other reasons: Poor signal propagation characteristics in comparison with vhf, lack of manufacturer cooperation in all-channel set distribution in intermixed areas. Of 37 stations now off the air, 6 indicated plans for resumption of service. Results of complete survey of all uhf stations, CP-holders & applicants are contained in new EIA publication, *UHF—the 1962 Survey*, available from EIA, 1721 DeSales St. N.W., Washington 6, for $3.

Sale of WAVY-TV (Ch. 10) Portsmouth-Norfolk to Gannett for $4.5 million has been called off, following FCC's decision to hold hearing on transaction (Vol. 2:49 p5). Commission had planned to examine failure of principals to participate in management as originally promised. Last week, FCC granted WAVY-TV's petition to dismiss sale. Commission will again consider charges against WAVY-TV when it comes up for renewal next Oct.

KBIC-TV (Ch. 22) Los Angeles has been sold for $300,000 by John Poole to Central Broadcasting Corp. of Cal. (owned by Martha White Mills Inc. and H. C. Young Jr., Nashville). Station has been on air with equipment tests for several years but buyers estimate another $300,000 will be needed to complete construction before Feb. 15 programming target.

CP for Ch. 47 New Brunswick, N.J., was granted to N.J. TV Bcstg. Corp., Linden, N.J., FCC conditioning grant on company's agreement to accept different channel if FCC decides to substitute. Commission also denied request by WMCA N.Y. to defer action until it considered WMCA's proposal to substitute Ch. 79 for Ch. 47 in New Brunswick.

Latest "Spot TV Advertising Cost Summary" issued by Katz Agency for first time includes prime-time 20-second rates on 3-per-week & 6-per-week basis, in addition to 1-time rate. Also new are rates for "transition" 1-min. spots on 6-per-week & 12-per-week basis.

FCC REVISES FINANCIAL REPORTS: Commission has finalized new forms for stations' annual financial reports, which become effective next Feb. 1. Revised Form 324 will continue to require information on broadcast expenses, broadcast income & tangible property owned & devoted exclusively to broadcasting.

For first time, however, licensees will be required to state: (1) Revenues from political broadcasting. (2) Payments to owners & close relatives, listed as broadcast expenses. (3) Breakdown of employment by salaries & departments for stations with 15 or more employees. (4) Revenues from FM portion of joint AM-FM operations.

FCC said criticism from most commenting parties was about burden of filing new information. Major complaints were that requirements were ambiguous, that Commission couldn't protect confidentiality of data, that it didn't have authority to require much of the information. FCC agreed with some of criticism, said new forms don't include as much additional information as originally proposed.

Seagoing communications satellite terminal has been launched by Military Sea Transport Service. Ship will be operated by army's Satellite Communications Agency (SATCOM), and used in NASA's Syncom launching planned for early 1963. Vessel is equipped with 52-foot pressurized radome enclosing 30-foot satellite communications & tracking antenna, plus other antennas & communications gear.

Communications satellite corporation stock purchase authorizations may be applied for by communications common carriers starting Jan. 2, FCC announced. Stock itself will not go on sale until incorporation is complete. Commission said there will be 20-day waiting period to allow interested parties to file comments before any applications are acted upon. Applicants will have 10 days to reply.

Two FCC CATV-microwave actions: (1) Granted Cal. microwave system to Antennavision Service Co., now that firm plans to serve an independent customer in Borrego Springs, Cal. in addition to 3 CATVs it owns. (2) Turned down petition for grant of renewal without a hearing, filed by Columbia Basic Microwave, which said it will also serve independent customers. Commission said it needs "a full evidentiary record" before it can make a grant.

"Scandalous" petition of NCTA in Carter Mt. CATV microwave case—in which FCC Broadcast Bureau Chief Kenneth Cox was attacked by NCTA (Vol. 2:47 p5)—didn't strike Court of Appeals as "scandalous." It denied FCC's petition asking that NCTA's request to participate in case be thrown out because of remarks about Cox.

FCC was upheld by Circuit Court last week in decision barring new Miami Ch. 10 application by Public Service TV (WPST-TV), which lost the channel in "influence" case. With other new applicants, WPST-TV had sought another crack at channel, now held under short-term license by WLBW-TV—but FCC had rejected the bid.

Some $7.5 million in CATV system sales will be closed shortly by broker Daniels & Assoc., according to Pres. Bill Daniels, who said identities can't be disclosed yet.

WOAY-TV Oak Hill, W. Va. has been granted authority to identify itself as Oak Hill-Beckley.

Geritol, Hadacol Under FTC Guns: Health remedies had rugged going at Federal Trade Commission last week—2 big ones being cited for "false therapeutic claims" on TV & other media.

Complaint was issued against J. B. Williams Co. & agency Parkson Adv., both N.Y., for claims that Geritol is beneficial in treatment of tiredness, nervousness, host of related ailments. Commission charged that preparation is useful only in small minority of cases where ailments are due to lack of vitamins which Geritol contains. FTC said advertising is further misleading because it fails to point out that in most cases symptoms aren't caused by these deficiencies. In most cases, agency contended, iron deficiencies & anemia are due to bleeding from serious disease or disorder, which could be masked by use of Geritol. Alleged money-back guarantee for unsatisfied users also is deceptive, FTC charged.

In similar case, FTC issued initial decision against Hadacol Inc. (Vol. 2:33 p5) for nearly identical claims for "New Super Hadacol," which Commission alleges are also false & misleading.

Taiwan TV began Oct. 10, covering island's central cities. Station is operated by joint Chinese-Japanese firm, Taiwan TV Enterprise Co. Ltd. (40% Japanese), eventually will serve whole island. According to U.S. Commerce Dept.'s *International Commerce*, Philips Co. of Holland has begun assembly of 19 & 23-in. sets there. KPIX San Francisco donated equipment worth $5,000 to American Jesuits working with station.

Santa Maria, Cal. Ch. 12 should be awarded to Central Coast TV, over Santa Maria Telecasting, according to initial decision by FCC Examiner Herbert Sharfman. He found Santa Maria disqualified because of proposed inadequate signal strength over city, also determined Central to be superior in local ownership, civic participation and management-ownership integration.

Movie box office receipts in 1963 should exceed 1962's estimated $1.45 billion, continuing trend of last 4 years, Commerce Dept. predicts. Receipts in 1961 were $1.37 billion, highest since 1949. Rising receipts have been due to higher admission prices, as number of features has declined, Dept. notes. Foreign market for U.S. films is expected to be $215-220 million, about same as in 1962.

Free TV time was given by Du Pont to 15 N.Y. dept. & specialty stores during newspaper strike. Company & BBDO bought 9:30-10 p.m. Dec. 17-21, and 1-1:30 p.m. Dec. 18-21 on WPIX. Three stores shared each 30-min. program. There were no Du Pont commercials, and stores were free to feature any products they chose.

Sale of KGHL-TV (Ch. 8) Billings, Mont. to Crain-Snyder TV Inc. for $745,000, by P. N. Fortin and Warren J. & Kenneth L. Hancock, has been approved by FCC. Fortin and the Hancocks hold minority interest in Crain-Snyder. Also approved was sale of radio KGHL by Crain-Snyder to George C. & Wilda G. Hatch for $204,285.

TvB has added 8 members—4 U.S., 4 foreign; WHTN-TV Huntington, WUSN-TV Charleston, KBAK-TV Bakersfield, KTVT Dallas-Ft. Worth, NWS South Adelaide & QTV Brisbane, Australia, TWW Ltd. & Southern TV Ltd., London.

Radio KBOM Bismarck, N.D. must surrender license by Feb. 17, FCC ordered last week, making effective initial decision revoking license for unauthorized transfer, etc.

Personals

John Burgard, Brown & Williamson Tobacco vp, named ANA Broadcast Committee chmn., succeeding National Biscuit Co. Advertising & Marketing vp **Harry F. Schroeter.**

Leonard B. Goldberg promoted to ABC International TV asst. program mgr. . . . **Jack Fern,** ex-KDKA-TV Pittsburgh news dir., joins NBC News, N.Y.

Edward E. Hall promoted to CBS-TV affiliate relations Western mgr., succeeding late **Bert Lown.**

James E. Greeley, Washington communications attorney, leaves Spear, Hill & Greeley to become partner in firm of Wilner & Bergson (changing name from Wilner, Bergson, Scheiner & Lessenco). **John G. Smith,** associate of Spear, Hill & Greeley, joins Wilner & Bergson as associate.

Cy Kaplan promoted to Independent TV Corp. national sales mgr. . . . **Michael J. Marlow,** ex-CBS News Washington bureau, named dir. & exec. producer of Norwood Studio's new TV div., Washington.

Ned Cogswell, long-time mgr. of Oil City, Pa. CATV system, resigns to join group-CATV operation Televents Corp. as coordinator of eastern operations, with hq in Oil City.

Sally Lindo, FCC information specialist since 1939, receives award for "superior performance" from information chief George Gillingham, plus congratulations from Chmn. Minow—and $260.

Robert J. Somerville promoted to Adam Young Inc. San Francisco radio mgr., succeeding **Dell Simpson,** recently named to similar post with Chicago office.

E. Berry Smith, ex-Marine Capital Corp., Milwaukee & former WFRV Green Bay, Wis. vp & gen. mgr., named WLKY Louisville gen. mgr. . . . **Robert L. Maynard** promoted to WMTW-TV Poland Spring, Me. vp.

Julio Lucero, ex-La Prensa Hollywood correspondent, appointed KMEX Los Angeles news editor . . . **John Merrifield,** ex-Ford Motor PR div., appointed WRAL-TV-AM-FM Raleigh farm services dir. . . . **F. Brady Louis** promoted to radio WLW Cincinnati sales mgr.

Dr. James B. Tintera, educational TV & radio veteran, appointed Wayne State U. research & development dir., Detroit duties including development of educational TV & radio programs.

In **RKO General corporate realignment, John B. Poor** is promoted to pres. of RKO General Inc., **Hathaway Watson** to pres. of newly-created RKO General Bcstg.

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Arnold Alpert in early 1963 winds up tour as gen. mgr. & business consultant to *Television Digest & Television Factbook*, will leave to undertake other assignments.

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Institutional market (schools, hospitals, etc.), customer for $42 billion annually in goods & services, is examined in new BBDO study, *Institutional Market*—available for $5 from Louis Kruh, Market Facts Div., BBDO, 383 Madison Ave., N.Y. 17.

Sale of Metromedia's commercial shortwave WRUL for $1,771,850 (Vol. 2:43 p6) has been approved by FCC. Purchaser is International Educational Bcstg. Corp., owned principally by Mormon Church.

Don't overrate 2,000-mc ETV band, FCC engineer McIvor Parker cautioned recent NAEB convention in Philadelphia. He said proposed new service isn't substitute for standard ETV, merely supplement. Only saving to be realized in 2,000-mc use will be in transmission systems; studio & programming equipment will be no cheaper, he pointed out. Although new system could have important role in ETV, Parker concluded, it should not be confused with advantages of standard TV service.

Joint community-improvement effort by ETV & commercial stations will be undertaken under pilot program announced by NAB. Each station will take own approach in working on community's problem. Location of first experiment will be announced after plans are completed. Plan was drawn up at meeting of Educational Commercial Broadcaster Committee, sponsored by NAB & Joint Council on Educational Bcstg.

Spot gross time billings in 3rd quarter rose 17% to $151,922,000, compared with $127,644,000 in same 1961 period, according to TvB. Product classifications showing major increases included automotive, up 33.6%; confections & soft drinks, 34.6%; cosmetics & toiletries, 32.8%; household cleaners, 32.6%; household paper products, 33.1%; pet products, 31.5%; watches, jewelry & cameras, 107.9%

Entries for "Ohio State Awards," given annually for best productions in educational broadcasting, may be submitted until Feb. 16, 1963. Entries are judged in 5 categories—fine arts & humanities, natural & physical sciences, social sciences, public affairs & community problems, personal problems. Submit to Institute for Education by Radio-TV, Telecommunications Center, Ohio State U., Columbus 10.

New TV-motion picture consulting firm, Communications Management Consultants, has been formed at 9301 Wilshire Blvd., Beverly Hills, Cal. Jack L. Copeland, ex-Allied Artists informational films div. exec. producer, will head company, which will provide advisory services on use of TV & films in promotion, training & educational campaigns. Other partners: Marvin Wald, Walter Hannemann, George E. Merer.

Latin America's "largest interconnected TV network" will be installed in Venezuela by RCA, under terms of $750,000 contract with Radio Caracas TV. Scheduled to place 97.5% of Venezuela's population within range of TV signals, circuit will connect 15 TV transmitters with 600 miles of microwave relays & 900 miles of off-air pickups.

Forfeiture of $5,000 was levied by FCC against radio WDOV Dover, Del., for broadcasting commercially during Hurricane Esther Sept. 19, 1961, filing false program logs, double billing (Vol. 2:24 p5).

"Sound Citizen Sounds," new NAB promotional record album of announcements being distributed to member radio stations, covers topics such as radio advertising, local news, farm programming, each preceded by different sound effect.

Political broadcasts by ETV stations won't jeopardize their tax-exempt status, as long as they don't take sides, FCC advised NAEB.

Regular editorializing has been inaugurated by WOW-TV & WOW Omaha: twice daily on TV, 4 times daily on radio, about twice a week.

Consumer Electronics . . . .

MANUFACTURING. DISTRIBUTION. FINANCE

MERRY CHRISTMAS IN SALES FIGURES: There's cheery year-end glow in both sales & inventory figures—as good business holds up in TV, radio & phono sales, with TV-radio stockpiles down well into safe area. While no records will be set in any major category, 1962 is certain to go down as good year in unit sales of all 3.

Preliminary Nov. and official Oct. figures indicate that year will end up almost exactly as we predicted 2 months ago (Vol. 2:43 p7): (1) Black-&-white TV, distributor-to-dealer sales of about 6.25 million, with color adding perhaps 430,000 units more, for total of nearly 6.7 million—best since 1956. (2) Radio (excluding auto), 11.8-11.9 million—by no means a record when compared with 14, 16.5 & 12 million of 1946, '47 & '48, but best since TV boom. (3) Phono, close to 4.3 million—better than 1961, but below 1957, '59 & '60.

TV-radio inventories at end of Nov. were whittled down—TV to within 3% of comparable figure last year (total manufacturer & distributor inventories), with radio within 8% of year-ago figure. At end of Oct., they had been up 14% & 20%, respectively, from 1961 level.

Unofficial figures for Nov. showed TV distributor sales at 592,000, or 9% better than Nov. 1961, while 11-month sales totaled 5,626,000, also 9% over last year. Radio sales in Nov. reversed 3-month trend of lower-than-1961 sales and bounded up to 1,292,000 units in Nov., 21% above Nov. 1961, while 11-month total was 10,181,000, or 6% ahead of last year. Oct. phono sales were best of year—609,215—fully 33% ahead of previous Oct., bringing 10-month total to 3,344,000, or 16% over same 1961 period.

Ten-month figures are presented in detail on p. 11. Full Dec. figures are unknown, but industry already has visions of sugarplums.

Note: At week's end, EIA released estimates of consumer electronics sales for 1962, indicating that dollar volume rose 10% to $2.3 billion from $2.087 billion in 1961. Breakdown: TV, $950 million (up from $832 million last year); radio, $350 million (vs. $343 million); phonos, $415 million ($335 million); all other, $585 million ($577 million).

U.S. SET MAKERS SCAN TINYVISION FIELD: Every major American TV manufacturer is giving some consideration to getting in tinyvision—or "personal portable"—race with Japanese set makers. Except for possibly one manufacturer, we know of none which has finalized plans. But everybody appears to be getting prepared—just in case a market seems to be developing.

The one closest to "ready" may be GE, which previously has been quoted on possibility of bringing out transistorized battery-operated set (possibly in 10-in. size) next spring (Vol. 2:45 p8).

Interest in small tubes has picked up sharply in last few months, according to Lancaster Glass Co., Lancaster, O.—specialists in glass for small cathode-ray tubes—which made bulbs for RCA's 8-in., GE's 9-in. & Admiral's 10-in. sets during brief & unsuccessful revival of small-screen sets in late 1950s.

"We've been approached by all of the set people for quotations on small tubes," we were told by Lancaster's electronic glass div. mgr. J. P. Schellhaus Jr. Company has made samples of some sizes to manufacturers' specs, he added, but as yet has no quantity orders. Bulbs could be for use in either transistorized or tube sets.

Principal set maker interest centers on bulbs of 10-in. size—which might better be called 11-in. because that's diagonal measurement of square-corner version. There's been recent pick-up of interest in 8-in. bulb with specs similar to those used by Sony in its first transistor portable (rectangular but not square

cornered), Schellhaus told us, and there has been some attention given to 9-in. square-corner. However, he said he hadn't had single request for quotation on such wee-tiny sizes as 4- & 5-in., despite widespread publicity about Sony's Micro-TV.

So far there's been no standardization in sizes or requests, according to Schellhaus, although manufacturers apparently are making sample tinyvision sets for testing & reaction. Actually, standardization may be necessity, even though it may be irksome to some set makers who want own exclusive proprietary sizes, because bulb prices would be "prohibitive" in small quantities such as 20,000-50,000. Even with large-scale production of single standardized size, it's doubtful whether prices of small tubes would be substantially less than 16- or 19-in.—although now-&-then we hear rumors that one manufacturer or another is planning $99 small-screen set (all denied).

First step in new downward trend in tube sizes—the 16-in.—seems now to be firmly established. Zenith recently became 3rd manufacturer to introduce U.S.-made set in this size (first were GE & Philco), with unit reportedly priced at $159.95, while Admiral & Emerson have indicated they'll have them by spring. U.S. TV manufacturers importing or planning to import 16-in. sets are Olympic and Symphonic. Several more Japanese makes—in addition to ones now on U.S. market—are due to begin appearing soon, including Hitachi, Sharp & Star-Lite.

No. U.S. manufacturer is making tubes for new tinyvision sets—to our knowledge, that is. Set makers' scrutiny of wee-screen possibilities so far seems to be in nature of preparedness. Everybody wants to be ready to meet competition—foreign or domestic—if any serious attempt is made to develop this type of market.

CHANNEL MASTER ENTERS TV SET FIELD: Channel Master Corp., the diversified TV antenna & picture-tube manufacturer which claims title of America's largest radio importer, will market first sets in a line of imported TVs shortly after New Year's Day.

First model will be 8-in. transistorized set, battery- & AC-operated, which has been in Channel Master planning for couple of years. First shipments have just arrived, but distribution will be held up until early next year. Like Channel Master's radios, its TVs are being made by Sanyo of Japan.

Eventually Channel Master plans to field a line of TVs, including conventional AC large-screen models, we were told last week by sales mgr. Sam Schlussel. He said no price had yet been established for 8-in. tinyvision set, but that it probably would have a "larger margin of profit" than Sony's similar item, because it will be handled through Channel Master's regular 2-step distribution system.

First quantity shipments of Sharp (Hayakawa) TVs also have begun to arrive on N.Y. & Los Angeles front, and major campaign can be expected next year. For full year 1962, TV imports to U.S.—all makes—are expected to total about 110,000 sets.

PENNEY PLANS TV EXPANSION: "P" brand private-label TVs are selling well at J. C. Penney's 18 test stores throughout country (Vol. 2:40 p10), we learned last week, and 1,700-outlet chain is readying another move on path to national TV retailing.

Pilot operation TV sales "so far are satisfactory," we were told, and "our next major expansion" of TV outlets "will come during the first half of 1963." Penney is maintaining tight rein on expansion details, still won't divulge identity of its supplier or reveal if Wells-Gardner is lone manufacturer of its TV sets.

Penney's hq reports "no specific calls for color here, although we're sure that the stores have had some." However, demand is weak & "we have no plans to move into the color area."

Private-label "P" TVs embrace 7 models: 17-in. portable at $99; 19-in. portable, $139.98; deluxe version at $149.98; 23-in. consolette, $179.98; 23-in. upright console, $199.98; 23-in. lowboy, $229.98; Stereo Entertainment Center, with TV, AM-FM radio, $459. "J. C. Penney" name appears only on back of sets. Prices "are slightly higher in the West." Managers, as rule, also have leeway in adjusting prices to meet competition.

Penney has no plans to move into national service operation at this time, will continue present practice of contracting with local service organizations. Prices quoted above include delivery & installation, 90-day parts & labor warranty.

GOVT. FILLING VOID WITH ELECTRONICS CENSUS: New annual survey launched jointly by Census Bureau and Business & Defense Services Administration is expected to fill large gap in annual statistics data on electronics output.

Entitled "Selected Electronic & Associated Products," survey covers electronics systems & components which account for over ⅔ of total U.S. electronics production. Most items never have been tabulated on regular basis. Among broad categories of commodities covered are broadcast, studio & related electronic equipment, communications systems, military, scientific, medical equipment.

First forms, covering 1961 output, are now in hands of manufacturers. Final govt. compilation probably won't be completed before mid-1963. Essentially same questionnaires will be sent each year, with periodic updating of items to keep pace with new developments.

TV-RADIO PRODUCTION: EIA statistics for week ended Dec. 14 (50th week of 1962):

	Dec. 10-14	Preceding wk.	1961 wk.	'62 cumulative	'61 cumulative
TV	130,260	121,141	131,569	6,281,705	5,982,519
Total radio	388,973	380,100	407,291	18,598,039	16,748,233
auto radio	190,607	178,182	158,342	6,960,244	5,331,396

Next marketing areas for 3M-Revere's automatic tape cartridge recorder (Vol. 2:46 p9) will be determined this week following analysis of results of initial Thanksgiving-to-Christmas marketing debut in St. Louis. Of St. Louis test, Revere gen. mgr. G. W. Sandell told us: "We feel that every goal we set up is being met." He indicated the existing $450 portable model would go into other markets, but that after first 3 months of marketing new models may be designed. Additional markets will be added throughout the year. Sandell said console phono manufacturers are showing "lively interest" in cartridge machine, and "we've been talking to a lot of people." He said 3M-Revere is willing to build mechanism for other manufacturers or license them to produce own versions.

New sets: Philco introduced new version of its 16-in. Courier lightweight portable at its distributor convention last week in Chicago, plus eight 23-in. consoles in Super 90 series and two 23-in. table models. New radios from Philco including AM & AM-FM clock radios, 2 table models and 9-transistor set. No list prices were announced. Standard Radio Corp., expanding its import line, introduced "Unitalky 10," portable citizens band set at $169.95 a pair. Olympic will show new models Jan. 6-11 in Belmont Plaza Room, Congress Hotel, Chicago.

Color TV projection system, claimed by inventor J. H. Owen Harries to make possible color sets to sell for as little as $200, has aroused interest of *Electronics* magazine, which has featured it in articles in 3 recent issues. System, being promoted by Harries Electronics Corp., Bermuda, uses plastic lenses & plastic "distortion corrector" with either 3 or 4 projection picture tubes. It's known that one major TV manufacturer became interested in system some time ago, but cooled off because "no working model has ever been built."

Numbers game (11th round): Symphonic's 11-month sales were 34% higher than last year, according to Pres. Max J. Zimmer. RCA's 11-month color TV sales were double last year, b&w up 10%, radio up 25%, radio-phono up 36%, says RCA Sales Corp. Marketing vp Raymond W. Saxon..

Mergers & acquisitions: Standard Kollsman subsidiary Kollsman Instrument has sold to American Rectifier the corporate name & operating assets of its Richardson-Allen subsidiary, maker of electrical rectifiers • America Corp. & group headed by Webb & Knapp Chmn. William Zeckendorf plan stock exchange involving shares of Republic Corp. Under proposal, subject to stockholder approval at special Dec. 21 meeting, Zeckendorf group will turn over their 1,082,827 shares of America common stock (⅓ of total outstanding) & pay $3,769,139 cash and $154,000 in notes due April 30. In exchange, America will deliver its 265,420 Republic common shares, plus its 481,864 common shares & 14,000 warrants of Universal American Corp. • Packard Bell Electronics has sold its woodworking Bellwood Div., Orange, Cal., to Angelus Industries for about $1 million cash. PB retains accounts receivable.

Boxscore on picture tube price increases: Four picture-tube manufacturers, representing about 85% of OEM market, are sticking to announced price increases—all effective at different times (generally in Jan.) and in different amounts (but averaging 5-6%). Hikes reportedly have been firmed up by GE, National Video, RCA & Sylvania.

Sylvania will offer consumers during first quarter free Amflite bowling ball with purchase of HaloVision console TV. Devotees will pay only $1, to defray shipping costs.

"Transistors in Your Home" is new booklet published by EIA of Japan (389 Fifth Ave., N.Y. 15), describing types of transistor radios, phonos, hi fi & TV now available on U.S. market.

Coronet Inc. has been established in Worcester, Mass., in Commerce Bldg., to make stereo phonographs & hi-fi sound systems for home, school & industrial use. Controlling stockholder is George J. Festa, treas. & gen. mgr.

RCA passed one-million mark in sales of TVs and of radios for 1962 "some weeks ago," RCA Sales Corp, marketing vp Raymond W. Saxon told recent distributor convention in Chicago.

'KIMCODE NERVES': Fanned by rumors, a case of "Kimcode nerves" has been spreading around industry on eve of adoption of Kimble Glass's new bare-faced tube by several major manufacturers (Vol. 2:51 p9).

Recent rumors stemmed from re-test of Kimcode tubes by Underwriters' Labs in Chicago. Despite tests said to be more rigorous than for standard tubes with external implosion protection, tube received clean bill of health and design approval was continued in 19- & 23-in. sizes, only ones which had been submitted to UL so far. Of course, tube must be approved as integral part of a receiver, too. And it was this kind of re-test which started the excitement.

Spot check was made by UL recently of Kimcode-equipped sets secured through normal trade channels. Reportedly one of samples failed to meet test—it's not known whether tube or mounting was at fault. Then UL requested further samples from the 3 manufacturers of Kimcode-type tubes, re-tested and continued its listing for tube. The receiver containing Kimcode tube was reapproved within 24 hours.

UL officials declined specific comment, except to say: "The design is acceptable under our component recognition program. We are still approving the design as such, mounted in a receiver. The design for particular tube sizes [19- & 23-in.] has been listed by UL, and some licensees [set makers] have also obtained recognition. Others are in the process of obtaining it."

UL has been particularly cautious in approving Kimcode tubes, because of their lack of external or bonded implosion protection. Impact tests on Kimcode tubes in receivers are being made at pressure of 15 foot-pounds, vs. 5 foot-pounds for tubes with external safety glass, according to UL.

UL, incidentally, is now working out exact limits & specifications for tests of picture tubes, in conjunction with industry. No specific limits have ever been agreed upon in past, and new standards are expected to be approved in 3-4 months.

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Institute of Electrical & Electronic Engineers approves 9 staff appointments: **John L. Callahan**, head of technical operating committee staff; **Laurence L. G. Cumming**, field operations; **William C. Copp**, ad mgr.; **Dr. Richard M. Emberson**, in charge of professional technical group staff; **Elwood K. (Woody) Gannett**, head of editorial operations & *IEEE Proceedings* managing editor; **George E. Herrmann**, head of fiscal operations; **Joan Kearney**, administrative asst. to IEEE gen. mgr. **Donald G. Fink**; **Charles S. Rich**, publications advisor; **Emily Sirjane**, head of membership services.

Distributor Notes: Olympic Radio & TV will display new TV-radio-stereo line Jan. 6-11 in Belmont Plaza Room of Chicago's Congress Hotel, during Home Furnishings Show • Curt Kleintop, Eastern Light Co., Allentown, Pa., named national winner of Philco TV sales presentation contest for retail salesmen. Five regional winners: **Al Sandra**, Lechmere Sales Co., Cambridge, Mass.; **Bob Scheinke**, Miracle Mart, Muncie, Ind.; **Bill Dye**, Parker Astin Co., Bryan, Tex.; **Hodges Riggin**, Regans, Meridian, Miss.; **Robert Taylor**, Fan Fair Stores, Aurora, Colo.

Trade Personals

Robert F. Halligan, Hallicrafters pres., also named chief exec. officer, succeeding **William J. Halligan**, who continues as chmn.; **Ned Underhill** appointed pres. of subsidiary Radio Industries; **R. W. Jorgensen** elected commercial div. vp.

Paul D. Miles promoted to chief, radio spectrum div., Office of Telecommunications, Office of Emergency Planning, & named vice chmn. of Interdepartment Radio Advisory Committee.

John T. Thompson, ex-Raytheon & GE, joins ITT as vp & components mktg. mgr.

Saul Decker, ex-TV engineering mgr., promoted to engineering dir., Symphonic Electronic Corp.

Mal Parks Jr. named vp & asst. to pres., Howard W. Sams & Co.

Sol Listernick, Olympic Radio & TV export mgr., leaves Jan. 20 for 6-week tour of new TV markets in Spain, Portugal, Greece, Iran, Thailand, Philippines, Hong Kong, South Korea.

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IRE awards to be presented next March at IEEE convention: Medal of honor to **John Hays Hammond**, pres. of Hammond Research Corp. and RCA director & consultant, and to **George Clark Southworth**, consultant; Zworykin award for contributions to TV, to **Philip J. Rice**, Stanford Research Institute & **William E. Evans**, A. B. Dick Co., for development of techniques & equipment for fixing TV images on paper; Founders award, to **Frederick E. Terman**, Stanford U.; Morris Liebmann prize, to **Ian Munro Ross**, Bell Labs; Browder J. Thompson prize, to **Chih-Tang Sah**, Fairchild Camera; Harry Diamond prize, to **Allan H. Schooley**, U.S. Naval Research Lab; W. R. G. Baker prize, to **Leonard Lewin**, Standard Telecommunication Labs, England.

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Add to last week's tally of financial reports by Japanese electronics-communications companies for 6 months ended Sept. 30 (Vol. 2:51 p11): Mitsubishi Electric, $206,519,000 sales, $14,939,000 pre-tax profits for '62 period, vs. $183,147,000 sales, $16,322,000 profits for same '61 period; Fuji Communication, $32,417,000 sales, $2,786,000 profits vs. $28,914,000 & $2,358,000. (Courtesy Yamaichi Securities.)

Cowles Magazine & Bcstg. will initiate quarterly dividends of 10¢ a common share in March. Pres. Gardner Cowles said company posted "a good increase in business in 1962" & dividend increase "is justified." Cowles declared customary 15¢ semi-annual dividend, payable Dec. 24 to holders of record Dec. 14. New rate increases yearly dividend to 40¢ from 30¢.

Collins Radio has registered with SEC $12.5 million of convertible subordinated debentures, due 1983, to be offered publicly in Jan. by Kidder, Peabody & Co., White, Weld & Co., and associates. New registration supplants now-cancelled plan to offer 557,515 shares of common stock to shareholders on a rights basis (Vol. 2:43 p12).

Reports & comments: P. R. Mallory, report, Butcher & Sherrerd, 1500 Walnut St., Phila. 2 • **Westinghouse**, report, Evans & Co., 300 Park Ave., N.Y. 22 • **Itek**, analysis, Coburn & Middlebrook Inc., 100 Trumbull St., Hartford 1, Conn.

OCT. SALES FIGURES: Distributor-to-dealer sales of TV sets were up 5%, radios down 4%, phonos up 33% in Oct., as compared with year-ago figures. Unofficial Nov. figures for TV & radio (phono figures unavailable) were even better, as reported in story on p. 7.

EIA's official monthly statistics also showed uhf TV sets & FM radios maintaining their strong lead over 1961.

Auto radio production for 11 months already had passed last year's full 12-month figure. (While no sales figures are released for car radios, they are believed to follow production very closely, since most are made on contract basis.) With good business in auto industry, this year should end up as 2nd best (to 1955) in history of car radio business.

Here are EIA's official sales & production figures, arranged in tabular form, with 1961 monthly comparisons:

TV-RADIO DISTRIBUTOR SALES

Month	Black-&-White TV 1962	Black-&-White TV 1961	Radio (excl. auto) 1962	Radio (excl. auto) 1961
January	465,836	403,570	562,869	471,518
February	521,275	428,705	697,893	640,379
March	580,876	500,597	917,236	853,197
April	364,742	347,800	809,499	672,756
May	310,799	349,098	772,479	735,692
June	480,510	461,974	1,040,598	997,321
July	449,528	409,561	921,089	754,950
August	518,451	465,500	848,881	897,411
September	731,100	683,302	1,255,346	1,310,156
October	611,763	583,917	1,063,014	1,105,449
TOTAL	5,034,880	4,634,024	8,888,904	8,538,829

BLACK-&-WHITE TELEVISION PRODUCTION

Month	Total 1962	Total 1961	UHF 1962	UHF 1961
January	488,869	367,935	39,609	25,270
February	541,494	444,418	46,715	24,514
March	659,251	497,458	48,323	21,450
April	510,587	405,808	51,107	19,095
May	474,647	470,399	39,609	22,782
June	620,653	615,118	50,283	34,641
July	336,409	383,378	28,359	23,233
August	500,693	514,674	44,862	33,946
September	731,517	694,580	70,299	41,253
October	569,966	620,815	66,059	43,198
TOTAL	5,434,086	5,014,583	485,025	289,462

RADIO PRODUCTION

Month	Total 1962	Total 1961	Auto Radio 1962	Auto Radio 1961	FM 1962	FM 1961
January	1,350,630	1,090,073	530,589	387,136	76,510	50,421
February	1,464,797	1,115,029	480,232	307,973	84,216	41,357
March	1,810,417	1,384,052	607,510	384,227	81,010	75,044
April	1,472,654	1,124,924	519,296	375,570	63,193	51,260
May	1,444,074	1,196,949	504,846	408,875	62,292	49,705
June	1,721,873	1,626,263	629,004	518,010	92,287	88,808
July	1,134,250	1,030,399	403,946	320,128	68,037	48,114
August	1,253,753	1,385,101	427,747	451,374	98,609	69,090
September	2,196,371	2,048,698	887,104	591,493	165,433	110,174
October	1,835,914	1,796,391	695,680	576,529	149,554	95,318
TOTAL	15,684,733	13,797,879	5,665,954	4,321,315	941,141	679,291

PHONO DISTRIBUTOR SALES

Month	1962 Mono	1962 Stereo	1962 Total	1961 Mono	1961 Stereo	1961 Total
January	48,423	171,305	219,728	74,881	211,268	286,149
February	50,563	188,857	239,420	54,097	210,365	264,462
March	60,206	236,051	299,257	59,290	231,021	290,311
April	54,615	146,577	201,192	48,532	173,585	222,117
May	65,192	130,372	195,564	55,057	164,400	219,457
June	91,526	183,000	274,526	47,970	170,178	218,148
July	90,175	202,125	292,300	58,514	153,550	212,064
August	115,741	301,047	416,788	93,749	225,423	319,172
September	169,933	426,080	596,013	107,698	283,688	391,386
October	183,182	426,033	609,215	133,245	324,554	457,799
TOTAL	932,556	2,411,447	3,344,003	733,033	2,148,032	2,881,065

PHONO FACTORY SALES

Month	1962 Mono	1962 Stereo	1962 Total	1961 Mono	1961 Stereo	1961 Total
January	68,545	191,014	259,559	80,336	211,383	291,749
February	52,566	202,846	255,412	50,710	204,638	255,348
March	60,991	237,492	298,483	62,396	227,469	289,865
April	45,152	137,950	183,102	53,074	152,974	206,048
May	67,610	119,682	187,292	53,887	142,450	196,337
June	104,548	278,989	383,537	61,533	197,170	258,703
July	89,699	220,694	310,393	70,681	171,331	242,012
August	109,258	332,197	441,455	106,157	242,164	348,321
September	182,703	505,651	688,354	124,142	328,045	452,187
October	194,599	494,485	689,084	151,580	350,254	501,834
TOTAL	975,671	2,721,000	3,696,671	814,526	2,227,878	3,042,404

REVIEWS & FORECASTS

Philco 'Turns Corner': Philco's consumer products div. took look backward last week at 12 months of Ford administration, concluded "we are absolutely on schedule" on rebuilding program. Larry H. Hyde, Philco vp & div. gen. mgr., revealed that first-half sales of "many" consumer products trailed year-earlier pace, but "in the middle and late summer we began to turn the corner." Outlook now is for "second-half sales figures on these products to be substantially ahead of the same 1961 periods." Consumer products sales in Oct. ran 10% ahead of Oct. 1961. Addressing distributor meeting in Chicago, Hyde also revealed:

(1) Philco has signed design contract with Ford's styling staff; group already is working on "redesign of some products which we will be introducing later and on design of some brand new products." (2) Philco will spend more than $4 million in 1963 to modernize production facilities. (3) More than $8 million were invested in new product programs in 1962. (4) Ad & promotion spending in 1962 was increased 75% over 1961 to more than $14 million.

Philco "has turned the corner in sales and is expecting a substantial improvement in the market position of all of its products in 1963," Hyde said. For industry, he forecasts 1963 sales of $6.5 million TVs, 12 million radios, 1.5 million hi-fi sets, 2.7 million portable phonos.

Sales of tubes & semiconductors in 1963 will increase "$20 million or so" but remain at about 1962's $1.4 billion, GE Electronic Components Div. vp-gen. mgr. L. Berkley Davis predicted. He sees dollar losses in receiving and cathode-ray tubes, believes transistors will do well to maintain 1962 dollar level. Davis forecasts 1962 sales of 10.7 million TV picture tubes (including one million for export) valued at $221 million. Color kinescopes for OEM market are expected to total 475,000-500,000; b&w 6.2 million. Receiving tube sales in 1962 are estimated at $295 million, may go as high as $270 million or as low as $230 million in 1963, depending on economy, he said. Transistor unit sales in 1962 rose 27% at 243 million, will continue rise, but at slower rate next year, to 280-310 million. "Dollar volume will do well to equal the $289 million rung up in 1962," he said. Semiconductor rectifiers in 1963 should gain 12% to $186 million from $166 million in 1962.

International Resistance Pres. Walter W. Slocum anticipates 1962 electronic industry sales of about $13 billion —up from $10.7 billion last year. Volume will rise to $15 billion in 1963, he predicted. Company's 1962 sales & earnings will increase by more than 25% over 1961's $2 million earned on record sales of $23 million.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Allied Radio	1962—qtr. to Oct. 31	$ 13,685,891	——	$ 256,259	$0.24	1,065,098
	1961—qtr. to Oct. 31	11,098,291	——	255,140	.24	1,019,739
Collins Radio	1962—qtr. to Oct. 31	55,628,317	$ 1,434,580	704,580	.32	2,230,063
	1961—qtr. to Oct. 31	44,961,118	416,627	201,627	.09	2,212,881
Columbia Pictures	1962—13 wks. to Sept. 29	——	1,705,000	577,000	.34[1]	1,572,291
	1961—13 wks. to Sept. 29	——	1,688,000	1,242,000	.76[1]	1,493,895
Desilu Productions	1962—6 mo. to Oct. 27	9,089,236	666,062	361,666	.31	1,155,940
	1961—6 mo. to Oct. 28	7,405,791	130,295	130,295	.11	1,155,940
Filmways	1962—year to Aug. 31	12,829,849	(275,860)	(125,860)[2]	—	568,554
	1961—year to Aug. 31	7,073,959	(288,466)	(152,966)[3]	—	568,554
National General (formerly NT&T)	1962—year to Sept. 25	43,546,289	——	2,913,014[4]	1.03[4]	2,830,363
	1961—year to Sept. 25	43,849,109	——	(6,863,851)[5]	—	2,818,063
Muntz TV	1962—qtr. to Nov. 30	3,322,000	392,381	331,235	.23[1]	1,432,982
	1961—qtr. to Nov. 30	3,117,000	336,340[6]	336,340	.23[1]	1,409,982
Packard Bell Electronics Story below.	1962—year to Sept. 30	49,683,033[7]	(1,411,848)	(1,427,848)[8]	—	854,043
	1961—year to Sept. 30	31,887,807	(11,833,751)	(9,511,162)[9]	—	839,964
TraVler Industries	1962—6 mo. to Oct. 31	13,964,000	442,000	226,000	.22	1,013,842
	1961—6 mo. to Oct. 31	12,851,000	735,000	360,000	.36[12]	962,845
	1962—qtr. to Oct. 31	8,750,000	282,000	143,000	.14	1,013,842
	1961—qtr. to Oct. 31	8,644,000	656,000	325,000	.32[12]	962,845
Warner Bros. Pictures	1962—year to Aug. 31	79,864,350	14,765,763	7,565,763	1.56	4,830,052
	1961—year to Aug. 31	83,371,306	13,709,822	7,209,822[10]	1.49[11]	1,207,513

Notes: [1] After preferred dividends. [2] After $150,000 tax credit. [3] After $135,000 tax credit. [4] Includes $637,876 (23¢ a share) in special items. [5] After $7.7 million provision for possible loss on investment in & advances to NTA. [6] No tax provision required because of loss carry-forward. [7] Record. [8] After $3 million provision for estimated loss on govt. contracts. [9] After $2.7 million tax credit & $7.2 million provision for estimated loss on govt. contracts. [10] Before net of $4.5 million ($3.73) from sale of Associated British Picture Corp. stock. [11] Adjusted to reflect Feb.-1962 4-for-1 stock split. [12] Adjusted to reflect Sept.-1962 5% stock dividend.

Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
Avco	Q	$0.20	Feb. 20	Jan. 25
CTS Corp.	Q	.12½	Jan. 21	Dec. 31
Clevite	Q	.35	Dec. 28	Dec. 14
Columbia Pictures	Stk.	2½%	Feb. 15	Dec. 28
Cowles Magazines & Bestg.	SA	.15	Dec. 24	Dec. 14
ITT	Q	.25	Jan. 15	Dec. 20
Motorola	Q	.25	Jan. 15	Dec. 28
MPO Videotronics-A	Q	.10	Jan. 15	Dec. 28
Muter	Stk.	5%	Jan. 15	Dec. 31
Oxford Electric	Stk.	6%	Jan. 25	Dec. 28
Sangamo Electric	Q	.12½	Jan. 10	Dec. 21
Schlumberger	Q	.25	Mar. 1	Feb. 15

SEC will lift trading ban on common stock of Precision Microwave, in effect since last April, but will continue proceedings to determine advisability of ordering withdrawal of stock from listing on American Stock Exchange. SEC banned ASE & over-the-counter trading of Precision Microwave common earlier this year after challenging "adequacy & accuracy" of registration data filed by company. New information has since been furnished SEC & stockholders.

Avco has increased its quarterly dividend to 20¢ from 17½¢ a share on common stock. Increased rate will be paid Feb. 20 to holders of record Jan. 25.

Packard Bell Electronics lost $1.4 million on record $49.6 million sales in its 1962 fiscal year ended Sept. 30 (see financial table), but Consumer Products Div. reversed year-ago loss of $400,000 with a "very respectable profit," Pres. Robert S. Bell reported. Corporate sales rose 56% from $31.8 million in fiscal 1961, when PB lost $9.5 million. Consumer Products Div. sales jumped 51% from $12.5 million to about $19 million. PB's sales in fiscal-1963's first 2 months (Oct. & Nov.) rose 22% to $9.8 million. Earnings gained to $426,800 from $343,386.

National Co. foresees 1962 profits of about $112,000 vs. 1961's loss of $312,000 on sales rise to $9-10 million from $6.1 million. Chmn. Herbert C. Guterman said he is optimistic about 1963, citing a "good" backlog & anticipated rise in new business. He said strengthened Servo Dynamics subsidiary, which suffered 1962 loss, should "contribute considerably" to 1963's earnings.

Snyder Mfg., Philadelphia, posted "estimated 20% increase in total sales volume on a consolidated basis in 1962" and anticipates sales & production to jump minimum of 15-20% in 1963. Pres. Ben Snyder also reported "we have been discussing several acquisitions in the radio & TV antenna fields which may be completed in 1963."

Sangamo Electric has reduced quarterly dividend on common stock to 12½¢ a share from 18¾¢, payable Jan. 10 to holders of record Dec. 21. Pres. C. H. Lanphier said "a small 1962 net loss is anticipated" and board decided dividend reduction is prudent.

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WEEKLY **Television Digest**

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The authoritative service for executives in all branches of the television arts & industries

FORECAST ISSUE: Staff's annual predictions of major developments in telecasting and consumer electronics.

SUMMARY-INDEX OF WEEK'S NEWS

Broadcast

SHAPE OF 1963 FOR TELECASTERS—many Congressional hearings but no major new laws; FCC rough but not 'wild;' network programming not greatly changed; new syndication series scarce, feature packages small, overseas sales facing foreign competition; NAB growing stronger as buttress against govt.; TV attracting more & more FTC attention (p. 1).

1962 HIGHLIGHTS, PER MINOW. Year-end roundup stresses space communications, 'stiffening' enforcement against broadcasters (p. 5).

Ch. 14-15 HEARING SOUGHT by mobile radio makers. Weisz says there's nothing 'magic' about 82 channels for uhf (p. 5)

Consumer Electronics

COMPETITIVE, COLORFUL, record-breaking year in store for consumer electronics, with 10% increase in factory sales to more than $2.5 billion seen. TV sales forecast at nearly 6.8 million units, radio at 12 million, phonos at 4.5 million, with color contributing nearly 30% of TV's dollar volume, tape recorders graduating to major-product status (p. 6).

HERTZ TV RENTALS 10-15% AHEAD: Subsidiary of giant auto leasing firm grows to 18 outlets in 13 cities; franchiser conducts rental test in Shillito Dept. Stores, Cincinnati (p. 8).

16-IN. TV AT $79.95 offered in new Spiegel catalog, featuring Japanese-made Symphonic set; pricing comes as 'complete surprise' to Symphonic (p. 9).

NEW SETS SHOWN by Zenith include attractive 16-in. portable at $159.95, color TV leader at $495, slim stereo; Olympic announces drop-ins (p. 9).

ALL-TIME RECORDS in sales & earnings set by RCA in 1962; Sarnoff eyes 'even higher levels' for 1963; other year-end statements (p. 10).

SOOTHSAYING FOR 1963: What will be transmitted and how will it be received next year? In our annual crystal-gazing stint, we again venture on the telecasting and consumer-electronics limbs. Basically, we think it's going to be a good year for this industry—though rough at govt. levels, particularly. But prosperous nonetheless. Because of interdependence of both branches of industry, transmission & reception—color, uhf, stereo, etc.—we suggest you also examine our consumer-electronics outlook starting on p. 6. Herewith is the shape of broadcasting in 1963, as we see major areas of interest:

Congress: Plenty of hearings, but little fundamental new legislation. On Senate side, Sen. Pastore's (D-R.I.) Communications Subcommittee is likely to start early. Hearings are expected on suspension of equal time for 1964 elections, on CATV regulation, eventually on network regulation. Sen. Dodd (D-Conn.) may revive last year's sex-&-violence probe but odds are against it. More likely, he'll release report on last year's sessions, get wide publicity—little else.

Program ratings are likely to get substantial airing. Senate Commerce is impatient for FTC report which Committee asked for some 2 years ago, will conduct hearings when it's received. In House, Rep. Harris's (D-Ark.) Regulatory Agencies Subcommittee, under Chief Counsel Charles Howze, has been digging into ratings since Aug. 1961, also is expected to call hearings.

House Anti-trust Subcommittee under Rep. Celler (D-N.Y.) is ready to go with hearings on newspapers, particularly joint TV-newspaper ownership. This could be first TV-affecting hearing to get underway. House Small Business Subcommittee will resume probe of small advertisers' complaint of "no look-see" into prime TV time—but no legislation will emerge.

House Deficiencies Appropriations Subcommittee will move quickly to shake loose initial $1.5-$2 million (of $32 million authorized) to start Federal grants for ETV stations construction. This deficiency appropriation is in addition to regular budget request to come.

Federal Communications Commission: FCC will be tough—but not wild. Commission majority, bolstered by Kenneth Cox, believes in more regulation, but it's not afraid to listen to industry's problems. But it'll be no picnic. Network regulation, CATV controls, program forms—are among top items on agenda—and this Commission certainly won't make life simpler for broadcasters.

Proposals to impose NAB Code's commercial restrictions are bound to rise again, may well get airing in rule-making proceeding. But final adoption is still unlikely. Licensing fees will be proposed again, but there won't be as much steam in them; very lukewarm chances of adoption. Fines, short-term licenses, hearings—all will be used more than ever for rules infractions.

FCC foes, frustrated in efforts to foil appointment of New Frontiersmen, will turn to Congress, seek laws curbing Commission power, move to constrict its movements by noose on appropriations.

Network Programming: Don't look for vast changes in network program structures in 1963. There will be some key trends at work which will cause changes in a few special areas, but general pattern will resemble that of 1962. Some specifics:

1. Entertainment programming: Pattern is fairly well set now as regards program lengths; new drama shows & anthologies (of whatever type) will almost all be hour-long or longer. NBC-TV considers its 90-min. *The Virginian* a success; ABC-TV is planning back-to-back pair of 45-min. film shows as a package; CBS-TV has blueprinted weekly hour-long historical series, etc. Situation comedies & nighttime game shows, on other hand, will almost universally be 30-min. "Medical" drama, network-level movies, westerns & private-eye shows are felt to have reached saturation limits; new 1963 network shows will strive for new adult-appeal formats.

2. Public-affairs programming: This will continue to be best-foot-forward area for all 3 networks, although profits will continue small or non-existent. Watch for ABC-TV to expand own production of such shows in 1963 in attempt to challenge NBC-TV & CBS-TV. With larger budgets for informational programming at all 3 networks, watch also for more blurring of line between what is "public service" and "entertainment" in network programming.

Non-network Programming: Trends established in 1962 will be more sharply defined in 1963 in main areas of non-network programming—syndicated shows, feature films, overseas selling. Here's how industry sources drew pattern for us:

1. Syndication: New-to-TV syndication series will be as scarce as ever; high costs of production and uncertain market for new live-action product limit flow to low-budget true-adventure shows, how-to-do-it programs, etc. There's likely to be increase in station-produced specials. Cartoon field is blossoming, with new series (nearly all in color) from King Features, Jayark, Official Films, Teledynamics, ITC & others, although cartoon pricing has risen rapidly since costs must be recouped in TV and have not been amortized in theatrical runs. Backlogs of hour-long programs with network track record will continue to move into syndication in 1963, with program fare on many an independent station (such as WPIX N.Y. or WGN-TV Chicago) bearing strong resemblance to last season's network programming.

2. Features: Day of giant feature backlog is dead. There are about 10,000 feature films now available to TV market, of which about 30% are post-1948s. Total number will remain about same in 1963, since some movies are withdrawn from TV at virtually same rate that new ones are added. New packages of features will be small (not more than about 40, as few as 2 or 3 in a group), high-priced (since demand exceeds supply), individually-priced (end-product of govt. pressure and court ruling). Feature distributors like Seven Arts,

MGM, Screen Gems, MCA, Allied Artists, 20th Century-Fox, etc. now take long-term view, are not anxious to flood market with features and are more willing to help stations & reps sell concept of spot TV film buys to major agencies & advertisers. Maximum potential gross for strong feature film in TV market today can be as much as $300,000. Thus, in 1963, long arm of TV buying influence will extend back to production level of movies, particularly among independents and foreign producers, to insure long-term supply of TV features.

3. Foreign sales: Overseas film market is syndicated market, with networks and network-level producers having virtually same sales chances in 1963. Foreign market undergoes periodic adjustment; some areas improve, and others grow tight in face of local quotas, labor demands, etc. Japan, Australia, Canada, England, West Germany are among best markets. Latin America, France, Africa are among worst. During 1963, American film distributors will face new problem in foreign market: increased competition from other countries exporting TV programming, particularly British commercial contractors and BBC-TV which now have budgets, stars & know-how to rival U.S. producers, and who are out to expand world markets. Despite problems, 1963 is viewed as potentially "strong" year in overseas sales.

NAB: Association will grow in strength as more & more broadcasters conclude that it's best bulwark against increasing govt. demands on industry. Gov. Collins may leave as president, succeeded by "traditional" type of trade association head who moves only when he's told to. But, regardless of leadership, group will move more & more to consolidated front vis-a-vis critics. This means, among other things, continued good growth, strengthened Codes and Code enforcement, more effective liaison with advertisers & agencies.

Federal Trade Commission: Increased attention to TV advertising will be rule at FTC. As medium continues to account for bigger slice of advertising pie, Commission's deception-hunters gradually are concentrating more attention on it.

Visual portions of commercials will get more attention than ever before. Pictorial demonstrations, particularly for drugs & medicines, will get microscopic scrutiny.

Commission will re-evaluate its procedures in light of recent court ruling in Colgate Rapid Shave "sandpaper" case, will limit actions to single products, rather than attempt to "purify" entire range of products advertised by a firm. Only major piece of legislation which could affect TV probably will be temporary cease-&-desist order bill, which Chmn. Dixon still is pushing. Hearings never were completed on measure in last session, but it will be reintroduced.

TV Allocations: FCC will drop in fair number of short-spaced vhf channels, fret mightily over ways & means of getting uhf programs for new all-channel sets to receive. More & more well-heeled outfits will take plunge on uhf stations in major markets, figuring on establishing beachheads for the day when circulation is waiting and specialized programming can survive.

Educational TV: Federal aid-to-ETV law (see Congress) will make itself felt in 1963, but won't really have big impact until early 1965 or so. That's about same time all-channel law should have substantial effect on ETV development.

At least 2 new state networks—Me. & Ky.—will start in 1963, bringing total to 10. Many of the 8 operating will expand. No regionals will begin during year, but Midwest airborne TV system will continue to increase coverage. FCC will set aside 2,000-mc band for ETV, but there will be no great rush to use it.

New 1963 TV Outlets: At least 30 stations will start—25%-35% of them ETV. Of commercial starters, some 35% will be uhf. (This will compare with 1962's 37 new telecasters, of which 13 were ETV. Of the 24 commercial outlets, 10 were uhf. In 1961, 27 took to air—10 of them ETV, 7 of the 17 commercials uhf.) Depending on Congress's appropriations, ETV could take sudden leap by year's end.

Community Antenna Systems: Fierce year in Congress—FCC pushing for legislation, winning in Senate but blocked in House. Real breakthrough year in terms of big-broadcaster plunges into field—with NAB in less & less comfortable position as membership splits. Financially: fine business, but depending more & more on skilled management and plenty of capital than in "fool luck" of pioneer days.

Closed-Circuit TV: Continued slow growth is in prospect for closed-circuitcasting, with number of business & sales meetings using medium to reach all-time high, but by no means putting CCTV in classification of "big business" itself. Improved equipment—Eidophor & Light-Valve b&w projectors, Philips color gear—makes this medium more interesting to business. Outlook for boxing matches & other sports on theater TV is less encouraging, due to paucity of prime upcoming attractions, and high-prices & under-table deals often sought by boxing promoters. Use of big-screen theater TV will be studied closely as possible money-making adjunct to home pay TV.

Courts & Justice Dept: FCC will continue good batting average with law books. But look for glimmers of court decisions showing that judges believe Commission pendulum is swinging a bit too far toward opposite extreme from easy pre-quiz-scandal days.

Pay TV: More tests—both airborne & cable—and results still inconclusive. But plenty of investors will be convinced there's glorious future in field, will sink plenty of cash into ventures.

Personals

Lowell Thomas elected first pres. of Overseas Press Club Foundation. . . . **Edward E. Guernsey**, radio WLBZ Bangor, elected Me. Bcstrs. Assn. pres. . . . **Kenneth E. Layden** appointed WXYZ-TV Detroit advertising-promotion mgr.

Guy Cunningham promoted to TvB creative dir. in charge of sales development, promotion & production . . . **Lamont L. Thompson**, ex-TvAR Chicago chief, appointed KPIX San Francisco sales mgr., succeeding **Bill Hunefeld**, resigned.

Richard Bate, ex-CBS News, appointed an ABC News Pentagon correspondent . . . **Joseph S. Sinclair**, WJAR-TV & WJAR Providence gen. mgr. & parent Outlet Co. pres., named an honorary aide to R. I. governor's military staff.

Jack M. Duffield, ex-KTTV Los Angeles N.Y. national sales office dir., named RKO General eastern TV sales mgr. . . . **Gerard Molfese** promoted to KHJ-TV Los Angeles national sales mgr.

Morton S. Cohn promoted to WLOS-TV-AM-FM Greenville-Asheville-Spartanburg, S.C. vp & gen. mgr. . . . **Donald E. Tykeson**, ex-KPTV, Portland, Ore. gen. sales mgr., appointed KEZI-TV Eugene gen. mgr. & a dir. of parent Liberty TV.

William Zimmerman promoted to WTVN-TV Columbus, O. regional sales mgr., **Raymond G. Creamer** to local sales mgr., **Richard C. Kent** to promotion & merchandising dir.

Talk of "outsider" coming in to replace Kenneth Cox as chief of FCC's Broadcast Bureau is squelched by Commission insiders who insist man will come from present staff. A new personnel chief is due to be named shortly—Delbert H. Flint, who has been deputy chief, personnel div., Office of Chief Chemical Officer, Dept. of Army. He'll work under Exec. Dir. Curtis Plummer, hold title of Chief, Manpower Utilization & Survey Div.

Obituary

Harrison K. McCann, 82, founder of H. K. McCann Co. agency & former chmn. of McCann-Erickson Inc. after merger with A. W. Erickson Co. in 1930, died in auto accident Dec. 21 in N.Y. He was a founder of American Assn. of Advertising Agencies. His wife Dorothy, 67, also killed, was former McCann-Erickson TV-radio vp.

Alice Keith, 72, National Academy of Bcstg. pres. and educational broadcasting pioneer, died of cancer Dec. 24 in Washington. She was graduate of Ind. Conservatory of Music, U. of Wis. & Columbia U., wrote first radio textbook used in schools. During her career, she directed educational activities for RCA-NBC, pioneered in development of radio workshops, wrote numerous textbooks & articles on TV, radio & music. At her suggestion, CBS started *CBS American School of the Air* series.

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Reorganized ABC News Dept. announced by News vp James Hagerty. Hagerty will continue to head overall supervision & policy, but administrative functions will be handled by Administration vp Thomas Velotta, operations functions by Operations vp Robert Lang. Programs will be handled under "unit system," with producer & his staff having full responsibility for his show. Special program unit under exec. producer Robert Quinn will handle elections, conventions & specials, and "Unit 1964" headed by Hagerty will work in political field at affiliate level.

Defense of NAB Pres. Collins, for his warning about cigaret commercials directed at youth, is expressed in Dec. 27 *Washington Post* editorial which concludes: "Whatever may be the tradition of the broadcasting industry, self-criticism is a thoroughly democratic & highly useful practice. Indeed, it is the peculiar genius of the free-enterprise system. Mr. Collins has demonstrated a commendable awareness of the public interest, and he should be applauded instead of being fired for his candor."

NAB membership hit record in every category in 1962. Station Services vp William Carlisle said AM members rose to 1,851, FM to 660, TV to 396. Associate members increased to 138. Code Dir. Robert D. Swezey reported radio code subscribers rose 218 to 1,685; TV added 11 to hit 400 for first time.

Advertising Federation of America & Advertising Assn. of the West will hold 5th annual midwinter legislative conference at Statler Hilton, Washington, Feb. 6. Theme: "Advertising Speaks to the Government and Government Speaks to Advertising."

Third TV channel for Moscow is planned for 1963, Soviet news agency Tass reports. U.S.S.R. has 123 TV stations, about 250 satellites, serving 90 million people, agency said.

Ch. 14-15 Hearing Sought: Mobile radio equipment members of EIA, eager for uhf TV's Ch. 14-15, now ask FCC to give them a hearing so they can stress their spectrum hunger.

Motorola's William J. Weisz, head of the EIA section, counterattacked telecasters' defense of Ch. 14-15 (that removal of the channels from TV would be contrary to Congress's intent in passing all-channel bill) by stating:

"We doubt . . . a serious argument can be supported that Congress . . . intended to limit the authority of the Commission for determining & adjusting the changing requirements of our society on the radio spectrum. Any such intention . . . would almost certainly be directly expressed by amendment of the Communications Act itself. We further believe that it was not the intent of Congress to establish a 'magic' number of 82 TV channels, but rather its intent to foster & encourage the growth of uhf TV."

Transcript of uhf seminar, held in Washington recently under auspices of FCC, Electric Institute & EIA (Vol. 2:48 p4), is now available for 50¢ from EIA, 1721 DeSales St. N.W., Washington. It's excellent roundup on uhf fundamentals, for public, dealers, distributors, technicians.

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Vote favoring retention of WLOF-TV (Ch. 9) Orlando, by Mid-Florida TV Corp., is expected from FCC this week. It's understood Commission has concluded Mid-Florida principals had no knowledge of efforts by Orlando attorney William Dial to influence former Comr. Mack's vote. Presumably, Commission will ask Court of Appeals to remand case for final vote affirming WLOF-TV grant.

TV political campaign costs may be forcing some candidates "into hock" to backers, FCC Chmn. Minow warns in Dec. 29 *TV Guide*. He contends it may be "good idea" to require stations to give time to bona-fide candidates at cost, be reimbursed by Govt. Stations would have to agree to provide such time in the "public interest" as condition of being licensed, he said.

Push for ETV appropriations in upcoming session of Congress, Joint Council on Educational Bcstg. has urged educators. JCEB Chmn. Dr. Robert C. Anderson pointed out that Congress already has authorized $32 million in aid to ETV, said delays in appropriating funds could retard ETV development.

ETV may reach 80% of U.S. school population within 10 years, according to Dr. John Bystrom, special asst. to Health, Education & Welfare Secy. Speaking at ETV conference of Southern Regional Education Board in Atlanta, he said these pupils could get "substantial portion" of their instruction via TV within decade.

First commercial uhf grant in metropolitan N.Y.-N.J. area has been assigned to N.J. TV Bcstg. Corp. Station plans to start as Ch. 47 Newark in late 1963. Pres. Ed Cooperstein said outlet will feature N.J.-oriented programming in color and b&w 3 p.m.-7 a.m., 7 days a week. Station plans to operate on 24-hr. schedule later.

Announcement of "loud commercials" study by FCC (Vol. 2:52 p2) has increased flow of commendatory letters on subject to Chmn. Minow to rate of 50-75 daily.

Grant of Ch. 12, Wilmington to educational WHYY Inc., Philadelphia, is final—no opposition to examiner's recommendation coming from competitor Rollins Bcstg.

1962 Highlights, Per Minow: Enactment of satellite communications law was most important communications event of 1962, according to FCC Chmn. Minow in year-end roundup. In fact, he said, law could have more impact on FCC than anything else in its 28-year history.

In broadcasting, he said, "the year's most pronounced Commission activity . . . was its stiffening enforcement actions on stations which failed to carry out their promises and obligations." He noted that some half dozen licenses were taken away, another 30 are in revocation or renewal proceedings, some 20 were fined, and 25 more got short-term licenses.

Minow said FCC will continue to seek legislation giving it more authority over networks and control over CATV.

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ETV for 90% of U.S. population within next 10 years was predicted by NET Pres. John F. White. He told recent N.Y. meeting of NET affiliate mgrs. that ETV system by 1972 probably will include: (1) Many closed-circuit installations. (2) Large number of regular stations serving classrooms, many in 2,000-mc band. (3) Similar group of stations serving adults at home. (4) Small number of outlets providing local & national network alternative program service, run by schools & communities.

WUHF is new call of WXIX (Ch. 18) Milwaukee, which scooped it up after FCC relinquished it in turning experimental N.Y. uhf station over to city. Station is also increasing power to 440 kw. Speaking of new call letters, Exec. vp & Gen. Mgr. Lawrence Turet stated: "We know these new call letters will be printed on the tuning dials of almost every U.S. manufactured TV receiver, and every imported set, after April 1964. We can't ask for much better identification than that."

"Relay" may start working after all, NASA reported. RCA communications satellite was launched Dec. 13 (Vol. 2:51 p5) but didn't function, because of power failure. Space agency said recent tests indicate satellite is gradually building up power but didn't speculate about prospects for TV transmission.

Space Communications Corp. has been chosen as official name for new communications satellite group (Vol. 2:43 p6 et seq.). Board of incorporators also decided on Tregaron, Washington estate of late Joseph Davies, ambassador to Russia, as hq. Candidates for top post have been narrowed to 5, it was reported.

Rates on 2nd W. German TV network (Vol. 2:46 p7) will be $6,000 per minute, $2,500 for 20-second spot. Minute on existing network sells for $13,575, but demand often runs 3 times as high as availabilities. Many of nation's 6,750,000 sets are not yet equipped to carry new network, scheduled to begin April 1.

Taiwan's new TV station (Vol. 2:52 p5) has received donation of $17,000 worth of equipment from John Poole's pioneer Los Angeles uhf KM2XAZ, which recently was sold and is due to start programming about Feb. 15 as KBIC-TV (Ch. 22) Los Angeles.

Fully transistorized video distribution amplifier for TV studio applications has been introduced by RCA for deliveries beginning in Jan.

State Bcstrs. Assn. Presidents will hold 8th annual conference Feb. 26-27 at Shoreham Hotel, Washington—changed from Feb. 27-28.

Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

1963—COMPETITIVE, COLORFUL, RECORD-BREAKING: Given another year of peace—and the relative stability most economists expect—1963 should be another record year in consumer electronics. Total sales at factory level should increase another 10%, from 1962's $2.3 billion to more than $2.5 billion. All of this rise won't contribute to profits—some of it will be inflationary.

TV receiver sales will rise sharply in dollar volume, easily passing $1-billion mark (factory level). Nearly 30% of this will be represented by color TV—now a really significant part of consumer electronics market. Black-&-white sales should exceed 6 million again, with color set sales topping 750,000. With really good business climate—and really good salesmanship—1963 conceivably could be 7-million-set year. More likely, however, total b&w and color sales will be slightly below 6.8 million (from this year's 6.25 million).

Radio & phono sales will run somewhat ahead of 1962 in units—radios about 12 million, phonos perhaps 4.5 million. Phono estimate is conservative—a little nudge could push it to all-time record. Tape recorders will graduate to major-product status.

This record will be achieved through intensely competitive battling for consumer dollar—on both inter-industry & intra-industry basis. Careful attention will be paid to inventories & overhead, while creeping costs threaten to crimp profits. In all, expansion in 1963 will be good, in recognized & traditional product lines. On unfavorable side, industry will not expand during year into any brand new consumer electronic products. In more detail, here are our guesstimates of 1963's shape-up:

Merchandising Trends: Efforts by manufacturers to free dealers of many traditional responsibilities and streamline them for concentrated selling—a la GE & Westinghouse sales & display plans—will gather momentum in 1963. Although plans have opponents & scoffers, industry is watching dealer reaction & sales—and readying competitive plans. Also in wings for 1963 are intensified moves by proponents of Quality Stabilization & other types of fair-trade measures & controls to put further crimp in price cutting, misuse of brand names, sales & pricing gimmicks.

Competition from discounters & so-called mass merchandisers is readying new tack. Evidence is clear now that discount expansion in 1962 went through roof, bloodied a number of heads, and will result in fewer new stores & many more bankruptcies in new year. With competition intensifying, look for discounters to "give-away" more of their pricing edge by moving into various overhead-increasing services—free delivery, clerk service, installation, charge accounts.

Conventional dealers may gain some respite from discount competition, but new trouble brews. J. C. Penney has field-tested private-label TV sales in 18 of its 1,700 outlets, is good bet to take big step on path to national TV retailing. An even better bet: If Penney racks up dollars with TV sales, look for other national variety chains to jump on private-label TV wagon.

Pricing Trends: Midyear set introductions will be at somewhat higher prices, when compared with this year's similar merchandise. Nevertheless, on average-price basis, black-&-white TV dollar sales may well be lower than in 1962, because of heavier public concentration on portables at expense of 23-in. consoles. Pricing of 16-in. sets will deteriorate further, partly because of pressure of imports. Cost-vs.-price squeeze will force more manufacturers to look overseas for components and even complete TV chassis. Radio prices will firm up slightly, as will console phono prices—despite low-low leaders.

TV Product Mix: Addition of 16-in. to many lines will accent trend toward portables and away from b&w consoles, while color will begin to replace high-end 23-in. console. Portables & table models will

account for close to 70% of total b&w sales, while at other end of line TV-phono combos will go up from current 4% to 5%.

Color TV: While color sales may well pass 750,000, there'll be no important set shortages in 1963. Heavier color set advertising, more color programs (but very few on CBS) will provide forced draft to make '63 excellent color year. While sets will continue to show up on market as low as $399, there'll be no significant price movements in color, and no significant importing of color sets. Shadow-mask tube, in current 21-in. round 70-degree design, will remain standard throughout year, while engineers work feverishly to perfect short rectangular version for mid-1964 introduction. No new color "inventions" or other breakthroughs will appear on market in 1963.

Imports: Radio imports from Japan may decrease in units for first time, although dollar volume may well be greater, as emphasis shifts from basic shirt-pocket set to more deluxe and specialized receivers. TV imports will rise from 1962 total of 120,000 sets to at least 250,000 sets, or about 4% of domestic b&w production, with 16-in. becoming most popular import size, followed by 19-in., then by various tinyvision sizes. Imported transistor TV will continue to be expensive novelty.

TV Innovations: The 16-in. lightweight set will consolidate its position, but, to chagrin of some manufacturers, will begin to settle down into price-leader category, possibly replacing low-end 19-in. There'll probably be at least one smaller-sized U.S.-made set, possibly 10-in., but no stampede to tinyvision. The 27-in. will disappear again from some lines. There will be no new large b&w tube sizes. However, Kimcode tube design, requiring no implosion plate, will be seen in substantial number of makes & models by midyear, in 19- & 23-in. sizes.

FM Stereo: About 150 more FM stations will begin stereocasts in 1963, bringing total on air by year's end to around 375. FM stereo will continue to be largely a selling feature for stereo phonos, and by next Christmas season great majority of console phonos will be sold with FM stereo. Although not big factor in radio business, table-model stereo radios will be offered in slightly more variety than today, and most models will be available with matching add-on stereo record changers.

Phonos: Trend to unique design & improved product will continue—with more coffee tables, wall units, drop-down changers and "compacts." Upgrading of changers with lightweight & floating pickups will be completed in 1963, and manufacturers will begin to turn attention to improving performance of speakers, again borrowing from hi-fi component manufacturers' techniques. FTC's search for "official" definition of high fidelity will end up in free-for-all donnybrook between package & component makers and nothing may be settled by year's end.

Radio Trends: There'll be relative stability in radio field, with more foreign parts used, and intense competition with imports in deluxe transistor field. There'll be more FM sales, fewer clock-radio sales, fewer shirt-pocket radio sales.

FM Radio: FM will take its biggest forward leap in 1963, and sales of all devices capable of receiving FM should total close to 3.5 million (up from 2.8 million), of which slightly less than one-third will be FM stereo. Domestic table radios with FM should increase to 1.4 million (from 1962's estimated 1.25 million), FM-equipped phonos 1.25 million (from 1 million), component tuners 350,000 (from 300,000), FM car radios 100,000 (from 55,000), FM imports of all kinds at least 300,000 (from 230,000).

Tape Recorders: This field will begin to be really important one in consumer electronics market in 1963, and year will see several more big TV-radio-phono manufacturers introduce recorders under own brand names. Sales of all types (including imports) will be well over million units. Minnesota Mining's tape cartridge will be in nation-wide marketing by 1963's Yule season, and possibly incorporated into some high-end radio-phono consoles. RCA will continue to exploit its own cartridge system and attempt to win new converts. However, vast majority of recorders sold will be open-reel type.

In balance, 1963 should be another competitive year, another rough-&-tough year for consumer electronics. By healthy margin, it should be another record year in dollar volume. It probably won't go down in industry history as a vintage year, but as a darn good one nevertheless.

HERTZ TV RENTALS 10-15% AHEAD: Tricky TV rental business apparently is no puzzle to Hertz Rent-All Corp. Two-year-old subsidiary of giant auto leasing firm (Vol. 16:40 p15) expects to close 1962 with set rentals up 10-15% over 1961's volume. Subsidiary, which rents broad range of products, also will have 18 outlets in 13 cities from N.Y. to St. Louis, compared with representation in 5 cities just 14 months ago (Vol. 1:5 p6).

"Additional corporation & franchised stores will be opened in 1963," Hertz told us. "Virtually all, if not all, will rent TV sets." Hertz operates one Rent-All store in N.Y. & 3 in Chicago, has franchised outlets in Cincinnati (4); Columbus; Dayton; Huntington, N.Y.; Lewiston, Me.; Louisville; New Brunswick, N.J.; Norfolk, Va.; St. Louis; South Bend; West Hartford, Conn.

Trade reports to the contrary, Hertz told us, Rent-All subsidiary is not rushing pell mell into leased departments in department stores. They're in only one department store, Shillito in Cincinnati—via Hertz licensee Weber & Co. which operates 4 Hertz Rent-All Servicenters in Cincinnati, one each in Dayton & Columbus. Hertz concedes, however, that "exploratory discussions are now being carried on with department stores across the country," and Chmn. Leon C. Greenebaum told stockholders months ago (Vol. 2:21 p12) that department stores may represent major growth area for rental of TVs & other products.

We found somewhat less enthusiasm & certainty in Cincinnati. Shillito TV-radio buyer Joseph Martin told us he's "not enthusiastic" about leased TV-renting department, but "I don't think we've lost many TV sales because of it." He doesn't believe rentals are sufficiently profitable, is convinced "it's almost as easy to sell as to rent TVs" under Shillito's sales terms of no downpayment and 2 years to pay on b&w sets, 3 years on color." TV rental "is a different kind of a business," he agrees, and "I won't say that we won't lose some TV sales" if leased rental becomes more popular.

Franchiser Weber & Co. told us "results so far are relatively favorable, but it will take at least a year of operation to determine if department stores are the route to go." Pres. L. L. Weber said he pays Shillito percentage of rental volume, cannot sell there any products that are sold by store. TV sets are rented for cash or on Shillito charge accounts. Weber's Hertz Rent-All Servicenter has been in Shillito's downtown store since May, in suburban store since Oct.

"Our TV rentals in the department stores have been on a par with rentals in our 2 other Cincinnati stores," Weber said. "We may move into other department stores—but not until we've had a chance to study costs and other factors in the Shillito test operation."

Most TV rental business is done over phone, Weber said. "They rarely ever ask for size," he added. Franchiser has stock of some 80 Motorola, Zenith & Sylvania 19-in. sets. Rental rates: $7.50 weekly, $20 monthly, and monthly rate less 10% for 3-month rentals. Remotes are available on request, without charge, but "we try to limit their use for hospital and sickroom application." Hertz in N.Y. also has $20 monthly rate, but charges $5 additional for remote.

Little demand for color was noted by franchiser or Hertz. Neither has plans to add color sets because of technical problems & need for special antennas.

Brisk business in TV sales is carried on by Weber in Dayton, Columbus & 2 non-Shillito outlets in Cincinnati. Operations vp Lodge Weber told us: "We've been successful in selling a number of sets to renters before the one-year warranty expired. On such sales we usually apply the first month's rental." He said that franchiser will maintain steady flow of fresh rental sets by selling TVs before expiration of warranties. "We plan to initiate in January an annual anniversary sale to sell off at attractive prices those of our sets approaching end of warranty," he said.

Mergers & acquisitions: America Corp. stockholders have approved exchange of their Republic & Universal American shares for $3.9 million & 1,082,827 shares of America proffered by group headed by William Zeckendorf (Vol. 2:52 p9) • **Superior Tube Co.**, Wynnewood, Pa. manufacturer of electron tube cathodes, acquires **Molecu-Wire Corp.**, Scobeyville, N.J., maker of resistance wire, for undisclosed cash sum.

Kimble Glass Co. has been merged with Libbey Glass Div. into new Consumer & Technical Products Div. of Owens-Illinois Glass Co. Kimble was formerly a subsidiary, Libbey a division. New division is headed by William J. Stewart, O-I vp & Kimble gen. mgr. Its industrial & electronic products (including picture-tube bulbs) will be managed by **John P. Kearney**, who occupied same post in Kimble organization.

16-IN. TV AT $79.95: When Spiegel's spring-summer catalog came out last week featuring Symphonic's new imported 16-in. portable at $79.95, the most surprised parties probably were executives at Symphonic. Caught between a long-time good customer (which apparently had ordered more than 6,000 of the sets) and industry raised eyebrows, one official mused: "It's impossible to sell it at that price. . . . That's far below the price we anticipated, even for a modest markup."

But there it was in color ad on back cover of new catalog of nation's 3rd-biggest mail-order house. These specs were listed: Weight, 32 lb.; depth, 10 in.; 3 IF stages; 16,000 volts picture power; telescoping antenna. Featured in small picture was step-up model at $99.95 with dipole antenna, earphone, etc. Both were advertised with Symphonic brandname.

Sets are among first to be made for Symphonic by Nippon Electric (Vol. 2:50 p11), go on sale soon both with Symphonic and private-label nameplates. Asked to comment on Spiegel's advertised price for the set, Symphonic Pres. Max J. Zimmer said:

"The pricing of our new 16-in. portable TV receiver at $79.95 as it appears in the spring & summer Spiegel catalog, came as a complete surprise to us. We further note that, featured on the same page, is our deluxe 16-in. Symphonic portable at $99.95. In accordance with our pricing structure, we can understand the possibility of merchandising a deluxe unit at $99.95, but Spiegel's decision to feature the economy model at $79.95 is beyond our understanding. Spiegel has been, and still is, among our most valuable customers."

Zimmer explained that Spiegel "worked very closely with us" since early 1962 "in the development of our TV program." He added: "It is important to note that they place full confidence in Symphonic's engineering knowledge & ability." He explained that, before embarking on promotion, "Spiegel had to satisfy itself . . . that the Symphonic TV receivers [met] critical quality control tests with regard to all criteria as presently required by American safety standards [and] that the performance of the units measured up to all of the engineering specifications as represented by Symphonic."

"Their findings," continued Zimmer, "speak for themselves." Spiegel placed with us a non-cancellable order running well in excess of a half-million dollars for these sets.

"Since Spiegel is recognized as being among leaders in their field, we are sure their reasons for pricing our product as they did must be good ones, and the promotion should prove to be one of the smartest merchandising devices yet used in the mail-order field. We have developed a merchandising program for the trade, which, we feel, will break with as much consumer impact as the Spiegel promotion."

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Stromberg Carlson name has been revived by General Dynamics, as new appellation of Telecommunications Div. New Stromberg Carlson Div. is expected to increase capital spending substantially in line with estimates that "electronic communications hold the key to the future," said division Pres. John H. Voss. Part of plant, he said, is being converted for production of electronic components.

More New Sets: Distributor open houses for dealers were in full swing last week, as new-model drop-in parade continued. Zenith made week's major new-product news, as its distributors began showing line, which included several major new items.

Most interesting was Zenith's new Attache 16-in. portable. This high-styled, full-feature lightweight (28 lb.) lists at $159.95. In mood & design, it's reminiscent of Philco's 19-in. Town & Country, and has channel picture window, top-front speaker & handle which collapses into cabinet. Bonded-tube set has chassis mounted on own frame, rather than affixed to cabinet members.

Zenith's new color leader is ebony metal table model at $495, dropped in below previous $549.95 consolette leader. Also added to color line was new stereo combo at $1,245, about $500 below remote-control unit which previously represented color combos in Zenith line.

Two completely new stereo phonos were shown—first dropdown portable at $129.95 and basic sliding-top console at new low (for Zenith) of $149.95 (with AM-FM stereo, $259.95). New space-saving compact console ($219.95, or $339.95 with stereo radio) is only 11½-in. deep, has drop-down changer with 2-gram arm. Zenith has redesigned its shirtpocket radios (still starting at $19.95), introducing new one with sliderule dial. Two-piece FM stereo radio at $199.95 is now available in variety of colors. FM Multiplexer (designed for use with another FM set for stereo) is no longer being shown in line. Although there were some price adjustments in redesigned new line, there seemed to be no major trend either up or down.

Olympic will premiere its Japanese-made 16-in. set at $119.95 at Jan. 6-11 showing in Chicago's Congress Hotel. Also new to line will be 2 open-list deluxe 19-in. portables, 2 promotional open-list 23-in. consoles and 5 promotional "decorator" radio-phono consoles, starting at $119.95 with AM-FM and at $229.95 with AM-FM stereo. Others are priced at $229.95. Also being shown is new open-list automatic mono portable.

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Sylvania's factory-to-dealer salesmen now account for 38% of company's TV-radio-phono volume & direct sales are expected to jump to 50% within 3 years, commented Home Electronics Pres. Robert J. Theis in Dec. 19 *Wall St. Journal* roundup re GE & Westinghouse "sales & display" plans (Vol. 2:20 p9). Article also quotes Philco reporting "the most important long-range studies we've got are in distribution," notes report by N.Y. management consultant firm McKinsey & Co. that current unit cost of manufacturing is less than it was 2 years ago, but "many of the items that make up distribution costs have been rising steadily during this period and will probably continue to rise."

Philco & parent Ford have concluded out-of-court settlement with IUE to protect seniority rights of some 300 employes at Philco's Sandusky, O. auto radio plant, slated for closure & transfer to Philadelphia (Vol. 2:38 p9). Union filed suit in federal court, settled for agreement which gives Sandusky employes right to transfer to Philadelphia jobs on a seniority basis.

Transistor TV from Germany is promised early in 1963 by Phillips Audio Sales Co., N.Y., distributor of Kuba radios & phonos. According to the company, Kuba set will have 14-in. screen, play from house power or rechargeable batteries. No pricing information was disclosed.

REVIEWS & FORECASTS

RCA Eyes New Records: Having set records in 1962 in sales (nearly $1.7 billion) and operating profits (more than $50 million after taxes), RCA is now "in a position to advance to even higher levels of sales & earnings in 1963." So said Chmn. David Sarnoff last week in year-end statement.

He expressed belief the economy "will sustain a relatively high level of activity," and added: "The question is not whether, but how energetically, the economy as a whole will continue to advance." For electronics, Gen. Sarnoff predicted 1962's upward sales & earnings trend would continue through 1963.

Reviewing 1962 operations, he pointed out RCA's sales were 10% ahead of 1961, and operating profits were 40% ahead (not including 1962 capital gain of $7 million from sale of Whirlpool stock). RCA's home instrument sales were 30% above 1961, exceeding 1956's record high, paced by color TV, radios, phonos & recorders. Its TV unit sales "were well in excess of one million" and exceeded all-time peak dollar volume. RCA Victor records achieved record sales volume.

He also cited record sales & profits by NBC, more than doubled revenue from sale & rental of computers, threefold rise in sales of color film cameras to TV stations, and record international sales & income.

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Olympic Pres. Morris Sobin predicts 1963 will be "equally good" as 1962, barring "unforeseen emergency in the political field." Year, he forecasts, "will start slowly and pick up momentum in the last half. Trends for '63 & beyond, as seen by Sobin: Portables will account for 67% of TV set sales, increasing gradually in next 2 or 3 years, while b&w consoles continue to decline. By 2nd half of 1963, "color consoles will begin to become a significant factor in console dollar sales & profits." FM stereo will help 3-way combos to continue their trend to bigger share of market. Radio market should level off at present yearly sales rate, settling down to "sizeable steady market" of 11-12 million units yearly. Competition for consumer dollar and within industry will continue severe. "Those companies which can keep their costs under careful control and which are not tempted to overproduce will find 1963 a rewarding year."

EIA estimates of 1962 tube, semiconductor & component sales, both to original equipment manufacturers & for replacement: Tubes, $800 million (up from $782 million in 1961); semiconductors, $625 million (up from $564 million); components, $2.3 billion (up from $2.108 billion). EIA's TV-radio-phono estimates were printed here last week (Vol. 2:52 p11).

Westinghouse expects 1962 sales to rise 3% over 1961's $1.913 billion, 1963 sales to top record $2.009 billion posted in 1957. Pres. Mark W. Cresap Jr. said electrical manufacturing industry sales in 1962 should rise 5% from 1961 to $25 billion, but will increase only slightly in 1963. "Therefore, to improve profitability," he noted, "the industry must place even greater emphasis on the introduction of new products & services and more efficient manufacturing techniques." Economic outlook generally for 1963, Cresap said, "indicates hesitation in the early months rather than the slight decline previously expected and then a resumption of modest growth at rates slightly lower than those experienced in 1962."

Trade Personals

Ralph Lazarus, pres. of Federated Department Stores Inc., elected to GE board.

Leonard J. Battaglia, ex-RCA, joins ITT as pres. of Distributor Products Div., Lodi, N.J.

Allen K. Shenk, EIA board member & chmn. of its parts div., resigns as mktg. vp., Erie Resistor Corp., after 20 years with company; he has announced no future plans.

Jules Steinberg, NARDA exec. vp, will participate in conference of Salon International des Arts Menagers on distribution methods in Paris Feb. 27 while he is on European tour studying retail operations.

C. Donald Price appointed Sylvania electronic components group promotion mgr.

John Burke, Newark Electronics vp, elected a dir., succeeding **Donald Campbell**, retired.

Roger A. Swanson appointed Sylvania transistors product mgr.

Theodore Rossman resigns as senior vp & a dir. of Pentron Electronics . . . **Harry C. DeMuth**, DeMuth Steel Products pres., elected to TV-Electronics Fund board.

Harvey Riggs, pres. of Los Angeles-based International Electronic Research Corp., also elected chmn., succeeding **Fred Miller** who continues as a dir.

Distributor Notes: Viscount Electronics Div. appoints **John C. Drewry Co.** radio sales rep for Alabama, Georgia & west Florida; **H. E. Russell Sales Co.** radio sales rep for Nebraska, Kansas, Missouri, Iowa • **Pilot Radio** appoints **Jack Carter Associates Inc.**, Los Angeles, sales rep in southern Cal. for audio components line, succeeding Chalfant & Associates. • **Admiral** appoints **Strauss-Bodenheimer Co.** distributor for 30-county Houston, Texas territory, succeeding **Covington Distributors** which continues as Admiral distributor in San Antonio area • **RCA Tube Div.** names **Keith C. Harding** Western District industrial sales mgr., headquartering in Los Angeles office, 6801 E. Washington Blvd.

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Raytheon has granted more than 8,000 weekly salaried employes a 3% pay boost, effective Dec. 31, which approximates increases given hourly employes under union contracts. The weekly salaried employes, plus 8,000 others whose salaries are reviewed individually, also received additional fringe benefits which, Raytheon said, are valued at $891,000 yearly.

Philco has signed licensing agreement with Tokyo-based Koyo Electronics Industries covering manufacture & distribution in Japan of Philco-brand transistor radios & Philco's Ionitron negative ion generator. Agreement also gives Koyo right to produce the transistor radios & export them via Philco's worldwide distribution organization.

Planning to enter uhf tuner manufacturing field is Gavin Instruments Inc., Somerville, N.J., which already has introduced 2 uhf converters using nuvistor circuitry (at $26.50 & $39.95). Headed by John W. Perkins, year-old firm recently purchased Hagar Metal Working Co. in stock exchange.

Perkin-Elmer backlog at close of 1963's first fiscal quarter, ended Oct. 31, rose nearly 20% to $21 million from a year earlier. Pres. Robert E. Lewis reported new orders running well ahead of fiscal-1962's pace.

National Video Profits Sag: Inability to maintain 6% price increase on TV picture tubes announced in Oct. (Vol. 2:40 p8) was blamed by National Video for profit drop in fiscal-1963's first half, ended Nov. 30, to $178,908 from $683,863 a year earlier (see financial table). Sales slipped to $8.8 million from $9.7 million.

Customers have been notified that increase will be reinstituted in Jan. (Vol. 2:52 p9), reported secy.-treas. Joseph Grossman, and "this time we've heard no complaints." He also attributed profit decline to high start-up costs for color production, expected to get underway "in the next few weeks." Grossman said National Video's unit sales are about the same as a year ago, but are heavier on lower-priced tubes.

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Avco "has just closed the books on its most profitable year in history," noted Dec. 26 *Financial World*, adding: "Fiscal 1962 which ended Nov. 30 probably saw earnings of at least $1.65 a share exclusive of capital gains, up sharply from the $1.20 of the previous year. Sales topped $400 million for the first time since 1953, some 20% over last year's $323 million." Profile emphasized that "civilian side of Avco's business has declined in relative importance to where it now accounts for only 30% of sales, but it still contributes about half of total profits." Crosley Bcstg. subsidiary "had an exceptionally good year," *World* said.

Twentieth Century-Fox has upped loss estimate for 1962, now expects deficit to be "in the area of $30 million." Company in Aug. foresaw $25 million loss, had $16.8 million deficit in 1962's first 39 weeks (see financial table). Year's deficits will include 4th-quarter operating loss & special writeoffs after credits for income tax loss carrybacks. Film firm had $22.5 million operations loss in 1961, before special income of $25.5 million from sale of studio properties.

"Small broadcasters get bigger," is title of Dec. 19 *Financial World* profile on Capital Cities Bcstg., Gross Telecasting, Metromedia, Reeves Bcstg., Rollins Bcstg., Storer, Taft, Transcontinent and Wometco. "'Independents' in the radio-TV field are growing by diversifying & expanding their station ownership to the FCC limits," magazine noted, adding: "They have become big business" . . . and "can look for a continuance of favorable earnings."

Higher pre-tax profit in 1963's first half is anticipated by about 50% of 179 manufacturers surveyed by National Industrial Conference Board. Some 30% foresee no profit change from year earlier, 20% expect drop. More than 20% of firms expect profit increase of at least 10%. Majority of electrical appliance firms surveyed see profit gains. Other findings: 37% of manufacturers expect inventory investment to drop from 4th-quarter levels, 29% expect rise, 34% see no change; about 33% expect rate of capital expenditures to top 1962's average rate, 27% predicted reduction, 40% anticipate no change.

Electronic Specialty expects 1962 earnings of approximately $2.7 million, up from 1961's $2.1 million. Sales are expected to rise to $65.1 million from $55.8 million. Pres. William H. Burgess said Electronic Specialty is in "active negotiations" to acquire 4 companies, including one in microwave field. Company next year will sell plants (totaling 500,000 sq. ft.) in several cities at profit of about $1 million. He said 1963 sales & earnings will improve, but company has "a long way to go" before it initiates cash dividends.

Reports & comments: Metromedia, review, Carl M. Loeb, Rhoades & Co., 42 Wall St., N.Y. 5 • Erie Resistor, analysis, Fulton Reid & Co., 1186 Union Commerce Bldg., Cleveland 14 • Dynamics Corp. of America, review, Stanley Heller & Co., 30 Pine St., N.Y. 5 • Hallicrafters, comment, Chas. W. Scranton & Co., 209 Church St., New Haven 7, Conn. • Litton Industries, illustrated study, Paine, Webber, Jackson & Curtis, 25 Broad St., N.Y. 4 • AT&T, comment, F. P. Ristine & Co., 15 Broad St., N.Y. 5 • "100 Largest U.S. Corporations," report, F. S. Moseley & Co., 50 Congress St., Boston 2 • Times-Mirror, analysis, Mitchum, Jones & Templeton, 650 S. Spring St., Los Angeles 14 • Lear Siegler, analysis, Parrish & Co., 1421 Chestnut St., Philadelphia 2 • Avco, memo, Steiner, Rouse & Co., 19 Rector St., N.Y. 6 • Sears Roebuck, review, F. S. Moseley & Co., 14 Wall St., N.Y. 5.

Muntz TV closed opening quarter of its 1963 fiscal year with highest sales in 8 years (Vol. 2:52 p12). Sales climbed 6.5% to $3.3 million from $3.1 million in Sept.-Nov. 1961. Profits dipped 1.5% to $331,235 from $336,340, but reflected first Federal income tax provision ($61,146) made by Muntz TV in years. Tax credits now are exhausted. Pres. Wallace A. Keil said pilot production of color sets will commence in March. He also reported plans to diversify by initiating production of gas meters. Private-label TVs now account for only 5½% of company's total production, compared with 20% 3 years ago. Bulk of production (52%) goes to key dealers who handle Muntz TV exclusively. Small dealers take about 40%, export market 1½%.

Dividend action: Zenith declared extra dividend of 35¢ a common share, increased quarterly payments to 25¢ from 20¢. Both dividends are payable Dec. 27 to holders of record Dec. 7 • AT&T directors failed to take any action at Dec. meeting on changing dividend rate • Thompson Ramo Wooldridge declared 10% stock dividend payable Jan. 31 to holders of record Dec. 31, also declared customary 35¢ quarterly payment Mar. 15 to stock of record Feb. 28. TRW noted that value of cash payment will be up 10% because it follows stock payout • Hallicrafters expects to consider payment of its initial cash dividend at Mar. 29 board meeting.

CTS Corp. anticipates record 1962 earnings of $1.40-1.45 a share on peak sales of "close" to $28 million. Last year company earned $1.28 on $21.5 million sales. Pres. Basil S. Turner attributed sales gain in part to new components for industrial use & to rise in TV sets using CTS resistors. He predicted 1963 sales of $30-32 million. Resistors accounted for 73% of CTS's 1962 sales—down from 95% in 1959. Sales to home entertainment market accounted for 64% of volume—down from 77% four years ago. CTS is increasing its share of industrial, military and replacement business.

Factory shipments of 8 major electrical appliances climbed some 8% in 1962 to 10,940,000 units from 10,140,000 in 1961, reported National Electrical Mfrs. Assn. However, reflecting price declines among some products, dollar value at manufacturers' level increaesd less than 6%—to $1.5 billion from 1961's $1.420 billion. For 1963, NEMA sees 2% rise in shipments to 11,160,000 units.

Transcontinent TV estimates rise in 1962 profits to "about $1,585,000" from $1,331,179 in 1961. Gross revenues are reported as "moderately above" 1961's $15.5 million. Continued gains are forecast for 1963.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Automatic Radio Mfg.	1962—year to Sept. 30	$ 16,539,200	—	$ 869,900	$0.40[1]	2,038,415
	1961—year to Sept. 30	15,308,354	—	1,169,231	.57[1]	1,960,015
Bendix	1962—year to Sept. 30	794,178,371	$ 49,487,246	22,545,524	4.16	5,423,335
	1961—year to Sept. 30	757,999,062	48,713,482	23,963,664[4]	4.45[4]	5,389,620
Gulton Industries	1962—9 mo. to Nov. 30	22,520,000	—	1,100,000	.97	1,138,722
	1961—9 mo. to Nov. 30	17,243,000	—	706,000	.63	1,129,810
	1962—qtr. to Nov. 30	8,049,000	—	396,000	.35	1,138,722
	1961—qtr. to Nov. 30	6,540,000	—	313,000	.28	1,129,810
Hallicrafters	1962—qtr. to Nov. 30	17,145,000	1,003,000	507,000	.21	2,461,585
	1961—qtr. to Nov. 30	19,759,000	916,000	446,000	.19	2,428,100
National Video Story on p. 11	1962—6 mo. to Nov. 30	8,814,993	—	178,908	.15	1,233,334
	1961—6 mo. to Nov. 30	9,691,603	—	638,863	.52	1,233,334
Outlet Co. (WJAR-TV Providence)	1962—9 mo. to Oct. 27	12,908,530	1,171,833	561,583	1.13	497,100
	1961—9 mo. to Oct. 27	12,681,554	1,152,204	552,404	1.11	497,100
Pacific Mercury Electronics	1962—6 mo. to Sept. 30	9,667,648	—	108,577	.15	700,000
	1961—6 mo. to Sept. 30	8,079,596	—	44,017	.06	700,000
Servel	1962—year to Oct. 31[2]	22,920,000[3]	—	2,645,000	1.29[1]	1,928,345
	1961—year to Oct. 31	20,651,000	—	2,356,000	1.13[1]	1,925,345
Space-Tone Electronics	1962—9 mo. to Sept. 30	1,746,197	—	101,788	.31	—
	1961—9 mo. to Sept. 30	737,350	—	(27,108)	—	—
TV Shares Management	1962—year to Oct. 31	2,386,051	1,169,752	569,752	.56	1,018,500
	1961—year to Oct. 31	2,995,968	1,634,333	804,333	.79	1,018,500
20th Century-Fox	1962—39 wks. to Sept. 29	—	—	(16,816,241)	—	2,545,845
	1961—39 wks. to Sept. 29	—	—	(11,544,007)	—	2,495,926

Notes: [1] After preferred dividends. [2] Does not include Sonotone, in which controlling interest was acquired in Oct. (Vol. 2:42 p10). [3] Record. [4] Includes profit of $3,389,849 (63¢ a share) on sale of a foreign investment.

Common Stock Dividends

Corporation	*Period*	*Amt.*	*Payable*	*Stk. of Record*
Audio Devices	Stk.	2%	Jan. 10	Dec. 28
Automatic Radio Mfg.	Stk.	4%	Jan. 21	Jan. 4
Electronic Associates	Stk.	5%	Jan. 18	Dec. 31
Electro-Voice	—	.10	Jan. 15	Dec. 28
Littelfuse	Q	$0.03¾	Feb. 15	Jan. 31
Littelfuse	Stk.	5%	Jan. 15	Dec. 31
Outlet Co.	—	.45	Feb. 1	Jan. 21
Howard W. Sams	Q	.15	Jan. 25	Jan. 10
Thompson Ramo Woold.	Q	.35	Mar. 15	Feb. 28
Thompson Ramo Woold.	Stk.	10%	Jan. 31	Dec. 31

Hallicrafters's earnings in 1963's first fiscal quarter ended Nov. 30 rose 14% from a year earlier to more than $500,000 despite 13% sales slip to 17.1% (see financial table). Pres. Robert F. Halligan forecast higher profits & volume in fiscal 1963 than in fiscal 1962, which produced $2 million net on $66.7 million sales. Chmn. William J. Halligan reported "we're looking at an acquisition," said decision may come at March 29 board meeting.

Toshiba offering of $20 million in 6¾% convertible debentures due March 31, 1978 was placed on market by underwriting group headed by Smith, Barney & Co. and Nomura Securities Co. Debentures are priced at 100%, are convertible after June 1, 1963 into American depositary shares at conversion price of $13.47 per ADS. Each ADS represents 50 shares of Toshiba common.

Jerrold Corp. expects sales & earnings in its 1963 fiscal year ending Feb. 28 to jump 50% ahead of fiscal-1962's 30¢ a share earned on $18 million sales. Pres. Sidney Harman said changing nature of electronics industry makes it difficult for small firms—those with annual sales of less than $10 million—"to go it alone." Suggesting consolidation as path for growth, he explained: small firms "often do not have the resources within their own organizations—the talent & tools—to meet the challenge of constantly changing technology & development of new products and market patterns."

Microwave Associates foresees "a good year" for fiscal 1963 ending next Sept. 30. Pres. Dana W. Atchley said backlog has increased to more than $4.5 million from $3.5 million at close of 1962 fiscal & "I think this uptrend will continue." AB-PT & Western Union each owns 12% of outstanding common of Burlington, Mass. maker of microwave tubes & semiconductor devices.

Repeal of excise tax on TVs, radios & phonos was urged by EIA at recent Commerce Dept. hearings as method of stimulating consumer buying and offsetting part of cost of conversion to compulsory all-channel tuning. It was one of 8 tax proposals presented by EIA General Counsel John B. Olverson.

Litton Industries has filed with SEC a secondary offering of 215,444 outstanding shares. Proceeds will go to selling stockholders.

New plants & expansions: Sarkes Tarzian has leased plant in Brownsville, Tenn. to supplement tuner production.